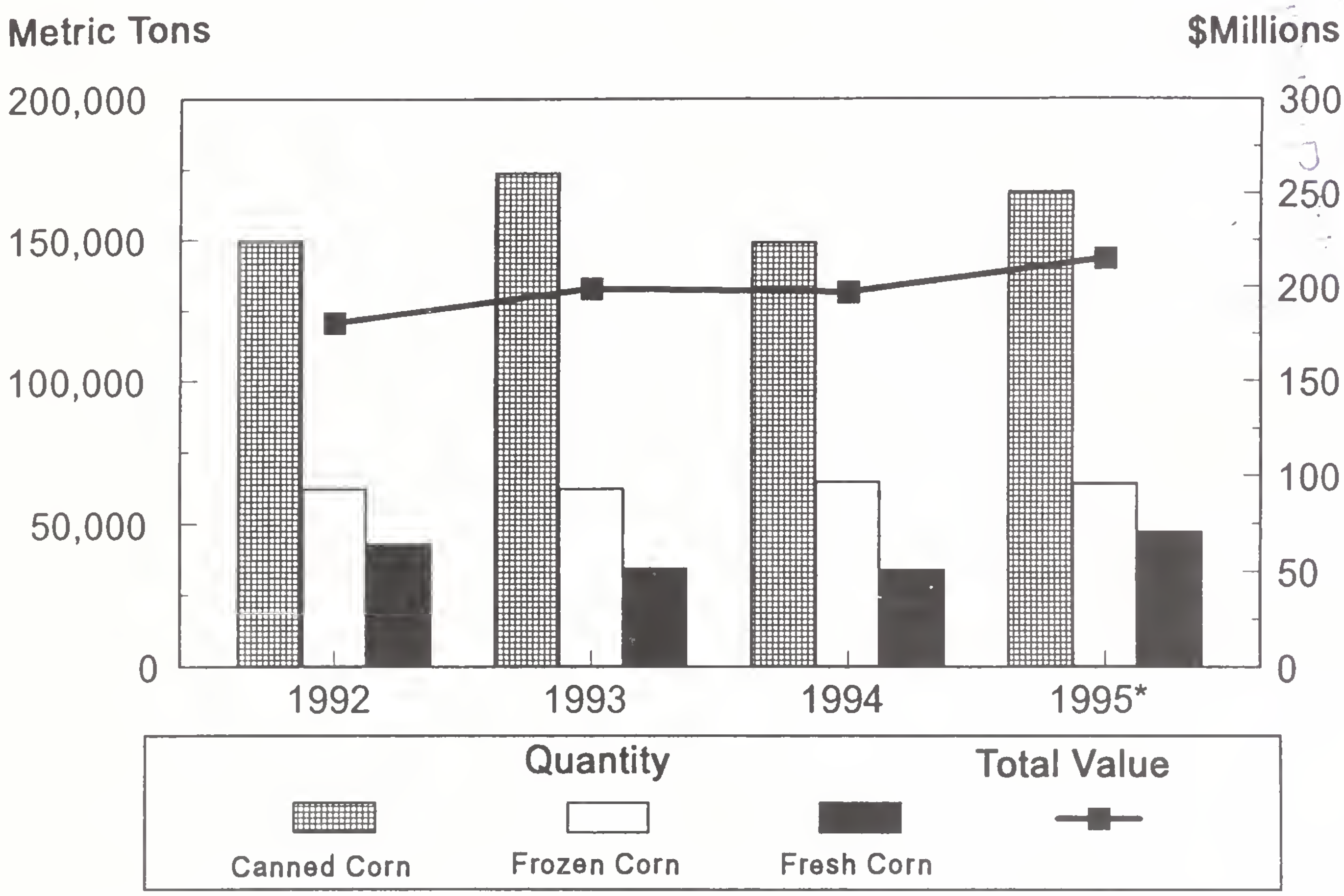
United States Department of Agriculture

Foreign Agricultural Service

Circular Series FHORT 2-96 February 1996

World Horticultural Trade & U.S. Export Opportunities

U.S. Exports of Fresh and Canned Sweet Corn in Calendar Year 1995 Exceed Previous Year's Level



Source: U.S. Census of the Bureau

* FAS calendar year forecast based on export trend from January through October 1995.

U.S. canned and fresh sweet corn exports in calendar 1995 are estimated at 167,000 and 47,000 metric tons, respectively. A sharp rise in canned sweet corn exports to the European Union (EU) and dramatic gains to Korea and the Philippines are the reasons for the higher estimates. During the first 10 months of 1995 (January-October), U.S. exports of canned sweet corn totaled 134,000 tons valued at $110 million, up 13 percent in volume and 14 percent in value from the same period in 1994. Exports of fresh sweet corn for the same period, totaling 46,000 tons and valued at $19 million, were up significantly (41 percent in volume and 28 percent in value). Exports of frozen corn during the same period totaled 51,000 tons valued at $44 million, about the same as the previous year. Asia and the EU accounted for the bulk of U.S. canned and frozen corn exports, while Canada accounted for the major share of fresh corn exports. [For more details regarding **U.S. exports of fresh and processed sweet corn, see article in page 33**].

Approved by the World Agricultural Outlook Board - USDA

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<u>ANALYSIS</u>		
Casey Bean	202-720-4620	Fresh deciduous fruit, table grapes, apple juice, olives and stone fruit
Brian Grunenfelder	202-690-2702	Trade policy, food safety, and plant health group leader
Bill Janis	202-720-0897	Fresh and processed potatoes, tree nuts, tropical fruits, wine and brandy
Bob Knapp	202-720-6877	Canned deciduous fruit, kiwifruit, NAFTA, PL-480, and GSM-102 export credits
Emanuel McNeil	202-720-2083	Fresh and processed vegetables, melons, bananas, nursery products, and cut flowers
Debra A. Pumphrey	202-720-8899	Coffee, cocoa, tea, spices, essential oils, and ginseng
Stephanie Riddick	202-720-9792	Dried fruit, avocados, beer, hops, berries, and circular coordinator
Samuel Rosa	202-720-6086	Sugar, fresh citrus and juices, honey, mushrooms, and CBI
Joe Somers	202-720-2974	Situation and outlook group leader, fresh and processed citrus, trade forecasts, FAO citrus liaison, and circular editor
<u>MARKETING</u>		
Jayne Carbone	202-720-0911	Citrus and processed fruit
Laura Davis	202-720-2252	Deciduous fruit
Ted Goldammer	202-720-8498	Wine, brandy, hops, and potatoes
Wayne Molstad	202-720-0898	Vegetables, grape juice, cranberry juice, honey, and kiwifruit
Stacey Peckins	202-720-5330	Tree nuts, papaya, foliage, plants
Steve Shnitzler	202-720-8495	Dried fruit, avocados, and ginseng

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Export Summary

U.S. exports of horticultural products to all countries in October 1995 totaled $ 899.9 million, 3 percent above the same month a year earlier. Eight out of 15 categories of agricultural exports registered increases. Categories with the most significant increases in September were micellaneous items (up $9.2 million or 26 percent), frozen vegetables (up $3.6 million or 22 percent), wine (up $3.9 million or 20 percent), and frozen fruit (up $.9 million or 173 percent). Hops and products registered the sharpest decline (down $3 million or 44 percent).

All measures not otherwise noted are metric. One kilogram (kg.) = 2.2046 pounds, 1 metric ton = 2,204.62 pounds, 1 liter = 0.2642 gallon, 1 hectoliter (hl.) = 26.42 gallons, and 1 hectare (ha.) = 2.471 acres.

U.S. EXPORTS OF SELECTED HORTICULTURAL COMMODITIES
WORLD TOTAL, OCTOBER-SEPTEMBER YEAR
OCT 95

NAME	QUANTITY					VALUE (1,000 DOLLARS)				
GROUP & COMMODITY	CURR MO LAST YR	CURR MO CURR YR	YR TODATE LAST YR	YR TODATE CURR YR	LAST YEAR	CURR MO LAST YR	CURR MO CURR YR	YR TDT LAST YR	YR TDT CURR YR	LAST YEAR
FR. FRUIT CITRUS MT										
GRAPEFRUIT	34,832	35,903	34,832	35,903	481,742	16,519	19,638	16,519	19,638	239,515
LEMONS	9,906	10,334	9,906	10,334	126,120	12,191	13,280	12,191	13,280	120,392
ORANGES, INCL TMPLS	20,863	16,224	20,863	16,224	580,755	9,788	9,405	9,788	9,405	324,139
OTHER CITRUS	1,824	1,851	1,824	1,851	24,297	1,614	1,506	1,614	1,506	20,789
Subtotal:----	67,427	64,312	67,427	64,312	1,212,916	40,115	43,830	40,115	43,830	704,836
FR. FRT. NON-CIT MT										
APPLES	81,006	58,522	81,006	58,522	663,048	46,092	37,296	46,092	37,296	405,155
AVOCADOS	673	1,563	673	1,563	12,489	551	1,093	551	1,093	13,228
CHERRIES SWT & TRT	131	805	131	805	30,268	90	700	90	700	139,775
GRAPES	45,378	42,535	45,378	42,535	204,786	52,980	49,172	52,980	49,172	250,677
KIWIFRUIT	383	174	383	174	9,505	492	265	492	265	13,084
MELONS	10,155	9,203	10,155	9,203	212,881	4,375	4,414	4,375	4,414	85,470
PAPAYA	719	707	719	707	8,260	1,310	1,417	1,310	1,417	18,107
PEACHES & NCTRNS	2,307	1,036	2,307	1,036	68,235	1,510	864	1,510	864	63,671
PEARS	22,328	21,209	22,328	21,209	127,960	11,382	11,867	11,382	11,867	71,527
PLUMS/PRUNES	3,113	1,660	3,113	1,660	40,431	2,637	1,715	2,637	1,715	48,372
STRAWBERRIES	3,642	4,574	3,642	4,574	49,320	9,605	9,670	9,605	9,670	86,629
OTHER NON-CITRUS	5,693	5,831	5,693	5,831	48,272	6,098	6,776	6,098	6,776	60,322
Subtotal:----	175,532	147,826	175,532	147,826	1,475,462	137,128	125,256	137,128	125,256	1,256,023
CND/PREP FRUIT MT										
CHERRIES TRT CND	713	879	713	879	8,722	1,012	1,052	1,012	1,052	11,490
FRUIT MIXTURES	2,408	3,072	2,408	3,072	28,885	2,736	3,521	2,736	3,521	34,317
MARACHINO CHRY	480	322	480	322	4,917	1,041	631	1,041	631	10,196
PEACHES CANNED	1,775	1,861	1,775	1,861	20,915	1,627	1,689	1,627	1,689	19,087
PINEAPPLE CANNED	317	375	317	375	3,833	238	320	238	320	3,445
FRT PREP/PRES	6,557	6,021	6,557	6,021	77,143	8,325	7,340	8,325	7,340	89,360
OTHER CANNED FR	2,743	3,215	2,743	3,215	41,246	2,811	3,631	2,811	3,631	38,673
Subtotal:----	14,995	15,749	14,995	15,749	185,663	17,794	18,187	17,794	18,187	206,571
DRIED FRUIT MT										
PRUNES, DRIED	6,948	7,928	6,948	7,928	60,237	16,386	18,012	16,386	18,012	142,075
RAISINS, DRIED	13,504	13,671	13,504	13,671	122,132	21,737	22,976	21,737	22,976	196,097
OTHER DRIED FRUIT	3,455	2,880	3,455	2,880	32,032	7,437	7,530	7,437	7,530	62,303
Subtotal:----	23,908	24,480	23,908	24,480	214,402	45,561	48,519	45,561	48,519	400,476
FROZEN FRUIT MT										
BLUEBERRIES, FZN	401	938	401	938	7,742	542	1,480	542	1,480	11,597
STRAWBERRIES, FZN	3,235	1,069	3,235	1,069	25,729	4,171	1,425	4,171	1,425	33,529
OTHER FZN FRUIT	1,481	3,261	1,481	3,261	19,310	2,275	4,022	2,275	4,022	27,829
Subtotal:----	5,117	5,268	5,117	5,268	52,782	6,990	6,928	6,990	6,928	72,956
FRT&VEG JUICE (SSE) KL										
GRAPEFRUIT JU CNC	4,413	3,015	4,413	3,015	55,965	3,001	2,236	3,001	2,236	41,668
ORANGE JU NT CNC	12,678	11,109	12,678	11,109	156,960	8,362	8,155	8,362	8,155	105,564
ORANGE JUICE CNC	14,361	19,617	14,361	19,617	284,382	9,247	10,668	9,247	10,668	165,312
OTHER JUICES	34,389	48,622	34,389	48,622	426,297	24,683	32,257	24,683	32,257	317,333
Subtotal:----	65,842	82,365	65,842	82,365	923,605	45,295	53,318	45,295	53,318	629,879
VEGETABLES FR MT										
ASPARAGUS, FR, CHLD	147	118	147	118	18,543	523	312	523	312	66,817
BROCCOLI	5,289	8,202	5,289	8,202	116,621	4,229	5,456	4,229	5,456	91,261
CAULIFLOWER	7,032	7,420	7,032	7,420	99,327	4,816	4,608	4,816	4,608	73,676
CELERY	7,245	7,105	7,245	7,105	111,149	2,636	2,814	2,636	2,814	57,180
LETTUCE, FR, CH.	24,867	23,619	24,867	23,619	275,794	15,015	11,138	15,015	11,138	184,043
ONIONS, FR	56,494	22,751	56,494	22,751	311,266	15,666	6,261	15,666	6,261	105,026
PEPPERS	4,134	4,529	4,134	4,529	50,146	3,767	3,296	3,767	3,296	48,726
TOMATOES, FR, CH.	15,355	12,336	15,355	12,336	139,476	10,938	8,499	10,938	8,499	109,687
OTHER VEG, FR	51,141	41,661	51,141	41,661	726,644	31,574	29,630	31,574	29,630	400,143
Subtotal:----	171,707	127,745	171,707	127,745	1,848,970	89,167	72,018	89,167	72,018	1,136,564
VEGETABLES CANNED MT										
CATSUP & CHILI SA	4,513	3,411	4,513	3,411	40,411	3,068	2,503	3,068	2,503	29,801
SWEET CORN CANNED	13,092	13,237	13,092	13,237	165,152	11,352	10,358	11,352	10,358	138,094
TOMATO PASTE	9,454	12,319	9,454	12,319	86,613	7,355	9,927	7,355	9,927	71,448
TOMATO SAUCE	5,785	7,446	5,785	7,446	79,204	5,647	7,467	5,647	7,467	77,615
OTHER CANNED VEG.	21,293	19,500	21,293	19,500	234,435	25,184	25,104	25,184	25,104	281,163
Subtotal:----	54,139	55,914	54,139	55,914	605,818	52,607	55,362	52,607	55,362	598,123
FROZEN VEGETABLES MT										
FROZEN FRENCH FRY	22,202	26,850	22,202	26,850	353,130	16,232	19,874	16,232	19,874	260,204
FZN SWT CORN	7,631	6,212	7,631	6,212	65,341	6,724	5,114	6,724	5,114	57,477
OTHER POT. FZN	1,716	1,692	1,716	1,692	25,302	1,571	1,302	1,571	1,302	20,454
OTHER FZN VEG	5,625	6,193	5,625	6,193	69,838	5,197	5,852	5,197	5,852	63,108
Subtotal:----	37,175	40,949	37,175	40,949	513,613	29,724	32,144	29,724	32,144	401,245
DEHYD VEGETABLES MT										
GARLIC DEHY	840	768	840	768	7,831	2,067	1,813	2,067	1,813	18,414
ONIONS DEHY	6,521	2,671	6,521	2,671	33,871	8,311	6,554	8,311	6,554	70,932
POTATO DEHYD	4,618	3,990	4,618	3,990	58,542	5,037	4,180	5,037	4,180	58,976
OTHER DEHY VEG.	4,847	4,245	4,847	4,245	42,790	7,405	6,547	7,405	6,547	67,418
Subtotal:----	16,828	11,675	16,828	11,675	143,037	22,822	19,096	22,822	19,096	215,741
TREE NUTS MT										
ALMND SH/PREP	31,070	34,111	31,070	34,111	214,014	97,273	90,622	97,273	90,622	724,459
ALMONDS, UNSHLD	2,121	2,551	2,121	2,551	17,885	5,028	6,302	5,028	6,302	45,292
PISTACHIO, UNSHLD	1,653	1,688	1,653	1,688	11,788	4,350	5,568	4,350	5,568	34,698
WALNUTS, SHLD	3,773	2,117	3,773	2,117	21,816	9,624	6,358	9,624	6,358	65,227
WALNUTS, UNSHLD	28,537	32,027	28,537	32,027	50,659	45,055	61,683	45,055	61,683	82,970
OTHER NUTS	7,377	12,142	7,377	12,142	58,762	17,970	28,699	17,970	28,699	162,713
Subtotal:----	74,534	84,639	74,534	84,639	374,926	179,302	199,235	179,302	199,235	1,115,362
NURSERY PRODUCTS NONE										
CUT FLOWERS	0	0	0	0	0	3,135	3,712	3,135	3,712	38,518
OTHER NURSERY	0	0	0	0	0	12,860	12,449	12,860	12,449	157,642
Subtotal:----	0	0	0	0	0	15,995	16,162	15,995	16,162	196,161
HOPS & PRODUCTS MT										
HOP EXTRACT	458	230	458	230	4,394	6,841	3,819	6,841	3,819	70,104
HOP PELLETS	502	446	502	446	6,822	2,970	2,341	2,970	2,341	39,412
HOPS, NSFP	445	694	445	694	2,854	2,331	3,242	2,331	3,242	17,720
Subtotal:----	1,406	1,371	1,406	1,371	14,070	12,143	9,403	12,143	9,403	127,237
WINE KL										
GRAPE WINES	12,460	13,047	12,460	13,047	123,669	19,502	23,415	19,502	23,415	200,972
OTHER WINE PRODUCTS	1,456	1,223	1,456	1,223	12,519	1,471	1,361	1,471	1,361	15,044
Subtotal:----	13,917	14,270	13,917	14,270	136,188	20,974	24,776	20,974	24,776	216,017
MISCELLANEOUS KL										
BEER & BEVERAGES	56,934	74,745	56,934	74,745	834,125	35,125	44,364	35,125	44,364	508,824
EDIBLE PREPARATIONS	16,429	17,607	16,429	17,607	194,915	57,279	58,383	57,279	58,383	801,362
GINSENG	300	323	300	323	908	17,479	27,912	17,479	27,912	65,652
POTATO CHIPS	7,383	5,780	7,383	5,780	69,692	20,573	16,205	20,573	16,205	190,478
OTHER MISC.	0	0	0	0	0	26,466	28,699	26,466	28,699	264,936
Subtotal:----	81,048	98,458	81,048	98,458	1,099,641	156,923	175,565	156,923	175,565	1,831,255
Grand Total:						872,547	899,805	872,547	899,805	9,108,450

U.S IMPORTS DF SELECTED HORTICULTURAL COMMODITIES
WORLD TDTAL, DCTOBER-SEPTEMBER YEAR
DCT 95

NAME		QUANTITY					VALUE (1,000 DOLLARS)				
GRDUP & CDMMDDITY		CURR MD LAST YR	CURR MD CURR YR	YR TDDATE LAST YR	YR TDDATE CURR YR	LAST YEAR	CURR MD LAST YR	CURR MD CURR YR	YR TDT LAST YR	YR TDT CURR YR	LAST YEAR
FRESH FRUIT	MT										
APPLES		9,884	18,002	9,884	18,002	142,315	2,593	S,030	2,593	5,030	95,959
AVDCADO		4,996	8,425	4,996	8,425	18,869	5,499	7,721	5,499	7,721	17,636
BANANA		343,803	330,053	343,803	330,053	3,673,712	91,509	94,375	91,509	94,375	1,052,675
CANTELOUPE		2,320	2,374	2,320	2,374	274,960	706	779	706	779	81,334
GRAPE		96	274	96	274	363,687	80	370	80	370	305,123
KIWIFRUIT		60	568	60	568	36,557	54	S77	54	577	21,709
MANGD		864	744	864	744	142,045	1,133	1,062	1,133	1,062	120,810
PEACH		0	8	0	8	49,504	0	5	0	5	31,822
PEAR		339	372	339	372	48,064	1,123	1,261	1,123	1,261	26,363
PINEAPPLE		11,070	9,490	11,070	9,490	124,861	3,270	3,296	3,270	3,296	42,735
STRAWBERRY		36	13	36	13	26,775	70	40	70	40	45,952
DTHER MELDN		4,997	7,124	4,997	7,124	262,325	1,846	2,245	1,846	2,245	86,115
DTHER FRUIT		59,247	57,115	59,247	57,115	517,083	26,379	26,438	26,379	26,438	228,312
Subtotal ----		437,717	434,569	437,717	434,569	5,680,764	134,266	143,203	134,266	143,203	2,156,551
ORIED FRUIT	MT										
DRD APRICDT		1,261	1,090	1,261	1,090	14,219	1,919	2,257	1,919	2,257	23,594
ORD FIG & PASTE		840	662	840	662	12,257	1,684	1,604	1,684	1,604	14,525
DTHER DRD FRUIT		2,058	2,256	2,058	2,256	21,971	2,931	3,192	2,931	3,192	31,441
Subtotal ----		4,160	4,009	4,160	4,009	48,448	6,535	7,054	6,535	7,054	69,561
FRDZEN FRUIT	MT										
FZN BLUEBERRIES		822	924	822	924	8,364	1,030	1,098	1,030	1,098	11,187
FZN STR		106	148	106	148	26,585	147	249	147	249	26,548
OTHER FZN FRUIT		1,293	1,829	1,293	1,829	24,786	1,300	2,139	1,300	2,139	27,293
Subtotal ----		2,222	2,903	2,222	2,903	59,736	2,478	3,488	2,478	3,488	65,030
CANNEO/PREP FRUIT	MT										
CANNED DLIVES		5,974	6,086	5,974	6,086	64,089	13,502	17,552	13,502	17,552	163,721
CANNED DRANGES		4,006	1,316	4,006	1,316	50,983	3,238	1,387	3,238	1,387	47,960
CANNED PEACH		1,849	1,880	1,849	1,880	18,166	1,037	1,275	1,037	1,275	10,779
CANNED PINEAPPLE		24,842	28,600	24,842	28,600	298,079	11,214	15,589	11,214	15,589	151,203
MIXEO FRUIT		2,757	2,021	2,757	2,021	37,535	2,214	1,989	2,214	1,989	30,492
PREP/PRES FRUIT		7,424	5,728	7,424	5,728	70,887	9,476	8,764	9,476	8,764	90,999
DTHER CANNED FRUIT		3,873	5,576	3,873	5,576	60,419	4,716	7,051	4,716	7,051	78,013
Subtotal ----		50,728	51,210	50,728	51,210	600,161	45,400	S3,610	45,400	S3,610	573,170
FRT&VEG JUICE (SSE)	KL										
APPLE JUICE		75,275	61,797	75,275	61,797	929,629	13,998	21,817	13,998	21,817	256,927
FCDJ		135,118	30,320	135,118	30,320	885,508	23,157	7,039	23,157	7,039	182,623
GRAPE JU		5,502	13,97S	5,502	13,975	62,747	1,833	3,640	1,833	3,640	20,428
PINAP JU		21,170	23,887	21,170	23,887	299,527	3,977	4,527	3,977	4,527	63,778
OTHER FRUIT JUICES		19,216	14,451	19,216	14,451	247,679	9,941	8,378	9,941	8,378	111,099
Subtotal:----		256,284	144,431	256,284	144,431	2,425,093	52,909	45,403	52,909	45,403	634,855
FRESH VEGETABLES	MT										
GARLIC		588	534	588	534	22,685	773	560	773	560	29,250
ASPARAGUS		2,946	3,306	2,946	3,306	34,631	3,971	S,161	3,971	5,161	55,663
BELL PEPPER		3,443	4,638	3,443	4,638	131,363	4,500	4,943	4,500	4,943	177,121
CARRDTS		11,407	12,147	11,407	12,147	101,168	2,732	3,077	2,732	3,077	27,064
CHILI PEPPER		2,003	8,931	2,003	8,931	79,553	1,596	3,668	1,596	3,668	67,491
CUCUMBER		3,117	6,395	3,117	6,395	237,483	1,675	1,801	1,675	1,801	127,518
DNIONS		6,590	6,167	6,590	6,167	216,043	4,631	S,759	4,631	5,759	129,063
PDTATO, INCL SD		14,387	36,978	14,387	36,978	246,481	2,826	6,623	2,826	6,623	44,505
SQUASH		3,441	6,499	3,441	6,499	111,486	2,457	2,642	2,457	2,642	83,567
TOMATOES		14,977	29,737	14,977	29,737	559,771	10,882	18,705	10,882	18,705	406,067
DTHER FRESH VEGETAB		24,757	25,851	24,757	25,851	396,143	11,881	13,813	11,881	13,813	240,702
Subtotal.----		87,661	141,187	87,661	141,187	2,136,811	47,929	66,758	47,929	66,758	1,388,016
CANNED/DEHYO VEGET	MT										
CNO ARTICHOKE		1,033	2,064	1,033	2,064	20,901	1,987	3,990	1,987	3,990	37,731
CANNED BAMBDD		3,137	5,051	3,137	5,051	27,340	2,320	4,78S	2,320	4,785	23,198
CND MSHRDOMS		4,206	3,912	4,206	3,912	71,765	10,317	9,471	10,317	9,471	167,112
CND PIMIENTD		658	521	658	521	8,580	947	702	947	702	11,639
CND TOM		3,461	5,321	3,461	S,321	56,988	1,212	2,252	1,212	2,252	23,520
CANNEO WATERCHESTNU		2,059	1,212	2,059	1,212	33,353	1,650	946	1,650	946	23,904
TOMATO PASTE & SAUC		3,148	4,455	3,148	4,4S5	50,443	2,223	3,474	2,223	3,474	42,627
ORIED MUSHRDDMS		144	80	144	80	2,3S2	1,883	1,154	1,883	1,154	22,432
DRIED TDMATOES		386	508	386	508	5,587	1,535	1,950	1,535	1,950	21,544
DTHER DEHYD VEGETAB		6,197	10,541	6,197	10,S41	107,852	7,222	9,716	7,222	9,716	102,769
DTHER CANNEO VEGETA		15,639	17,752	15,639	17,752	210,672	15,779	17,068	15,779	17,068	197,700
Subtotal:----		40,072	51,423	40,072	51,423	595,839	47,080	55,512	47,080	55,S12	674,181
FROZEN VEGETABLES	MT										
BRDCCOLI FZN		12,861	15,271	12,861	15,271	169,617	8,092	8,940	8,092	8,940	101,122
CAULIFLOWER FZN		3,910	2,713	3,910	2,713	24,473	2,671	1,743	2,671	1,743	15,663
PDTATD FZN		12,368	14,025	12,368	14,025	159,056	6,822	8,636	6,822	8,636	96,764
OTHER VEG FZN		24,215	34,687	24,215	34,687	219,639	9,016	8,912	9,016	8,912	98,674
Subtotal.----		53,356	66,696	S3,356	66,696	572,785	26,604	28,233	26,604	28,233	312,224
TREE NUTS	MT										
BRAZILS TDT		496	377	496	377	10,643	1,237	1,015	1,237	1,015	19,939
CASHEWS TDT		S,305	4,70S	S 30S	4,705	SS,278	23,0S6	23,S92	23,0S6	23,592	243,521
COCDNUT		5,61S	6,000	5,615	6,000	58,370	4,S33	4,844	4,S33	4,844	47,599
PECANS		2,148	2,045	2,148	2,045	25,27S	4,452	4,495	4,452	4,495	72,806
DTHER NUTS		2,3S9	2,090	2,359	2,090	22,S94	9,073	8,042	9,073	8,042	88,436
Subtotal:----		1S,925	1S,218	15,925	15,218	172,163	42,353	41,990	42,353	41,990	472,303
NURSERY PRDOUCTS	M										
CARNATIONS		78,739	94,S03	78,739	94,S03	1,149,989	6,437	8,S39	6,437	8,539	107,806
CHRISTMAS TREES		1	4	1	4	2,013	7	1S	7	1S	17,268
CHRYSANTHEMUMS		48,S26	56,488	48,S26	56,488	616,201	S,27S	6,464	5,275	6,464	71,869
RDSES		53,395	62,S87	53,395	62,S87	750,511	8,960	11,388	8,960	11,388	143,513
TULIP BULBS		62,774	66,880	62,774	66,880	321,236	7,764	9,175	7,764	9,175	40,542
OTHER CUT FLDWERS		0	0	0	0	0	10,126	11,968	10,126	11,968	149,908
DTHER NURSERY PROOU		0	0	0	0	0	25,478	28,484	2S,478	28,484	272,053
Subtotal ----		243,436	280,464	243,436	280,464	2,839,9S1	64,051	76,036	64,051	76,036	802,962
HOPS & PROOUCTS	MT										
HDPS & PELLETS		114	36	114	36	S,190	3S1	145	351	145	34,466
DTHER HOP PROOS		0	0	0	0	555	0	18	0	18	3,403
Subtotal:----		114	36	114	36	S,746	3S1	164	3S1	164	37,870
WINE	KL										
RED WINE		11,884	13,763	11,884	13,763	125,483	41,632	S7,183	41,632	57,183	453,968
SPARKLING WINE		5,675	7,009	5,675	7,009	29,393	49,983	68,504	49,983	68,504	266,227
WHITE WINE		10,780	11,83S	10,780	11,835	94,S79	34,687	40,882	34,687	40,882	303,476
DTHER WINE PRDOUCTS		0	0	0	0	0	9,S87	10,304	9,587	10,304	75,048
Subtotal:----		28,340	32,608	28,340	32,608	249,456	135,890	176,874	13S,890	176,874	1,098,720
MISCELLANEOUS	KL										
BEER & BEVERAGES		97,191	128,205	97,191	128,205	1,379,486	82,632	111,S63	82,632	111,563	1,161,364
DTHER MISC.		0	0	0	0	0	66,372	80,680	66,372	80,680	857,539
Subtotal.----		97,191	128,205	97,191	128,20S	1,379,486	149,004	192,243	149,004	192,243	2,018,903
Grand Total:							7S4,8SS	890,573	754,855	890,S73	10,304,353

GSM-102 credit guarantee program announces $300,000 sale of frozen concentrate to Russia and extends coverage to include fresh potatoes

Table 1 (pg. 7) lists registrations in FY 1996 through January 12 for various horticultural commodities and products. Thus far in FY 1996 only one sale has been registered under the GSM 102 Credit Guarantee Program for Horticultural and Tropical Products. This sale was to Russia for frozen orange juice concentrate totaling $300,000. Under the GSM-102 credit guarantee program, repayment terms are usually three years. For example, through this program, the U.S. exporter can be paid by the U.S. bank immediately upon export if an irrevocable letter of credit is opened by the importer's bank and financed by the U.S. bank. The importer's bank then has up to three years to repay the U.S. bank. The table on page 7 presents FY 1996 allocations by country by commodity. A distinctive feature of the FY 1996 GSM-102 is the move toward more "commodity basket" programs, i.e., one country allocation under which are listed several commodities and products that may be registered on a first-come, first-served basis. This structure provides more flexibility to exporters in registering different sizes of shipments under the program. Repayment terms vary under the program, from the standard 3-year to 90-day terms. For details on terms and authorizations see the footnotes to the Table. Note: applications to include other horticultural commodities and products in GSM-102 programs will be considered by FAS. (For further information on the GSM-102 program for horticultural commodities, contact Robert Knapp, 202-720-6877.)

U.S. exports to Guatemala rising

U.S. exports of horticultural products to Guatemala have increased more than 200 percent in the last five years, reaching $18.6 million in fiscal year 1995. While frozen french fries, juices, jams, and vegetables have made strong showings, fresh fruits are leading the way. Guatemala is unique in that over 80% of all imported fresh fruit sales occur in the city of Guatemala. This is more a factor of infrastructure than demand. Fruit distribution systems, like all distribution systems in Guatemala, are in their infancy. Most imported fruit enters the country on the Pacific coast and is trucked to Guatemala City, whereupon it is delivered directly either to the importer's cold storage facility or to a supermarket. These importer distributors will deliver to supermarkets or to the terminal markets. The terminal market is made up of small broker stalls that do not have cold storage capability and depend on volume sales to keep product moving. It is at this point that the cold chain ends for most fruit. Fruit stands and small markets will generally purchase product through the terminal market. Product moves out of the city on top of school buses and on hired pick-up trucks, neither of which are refrigerated.

The U.S. apple industry has managed to establish itself in markets and supermarkets via trade servicing and promotion activities. U.S. exports of apples topped $1.4 million in FY 95, up more than 20 fold from five years ago. Growth is expected to increase, but at a decreasing rate. The total consumption of apples in Guatemala is approximately 25,000 MT, of which 2,500 is imported. Consumers are familiar with the local apple and Red Delicious varieties from the United States and New Zealand. With respect to imported fruit, consumers appear to be influenced more by color and cosmetics rather than flavor. A local supermarket chain is trying to introduce Gala and Fuji varieties to consumers with limited success. However good marketing, better handling techniques, and consumer education should enable these varieties to gain a foothold.

Guatemala's import market for fresh fruits has undergone some dramatic changes. Five years ago, the largest supermarket chain in Guatemala only carried apples in the pre-Christmas period. Now the supermarket carries apples all year round in its high-end stores and in-season in

FY 1996 GSM-102 Credit Guarantee Coverage 1/

Country/Commodity	Announced Allocations FY 1996 ($1,000)	Exporter Applications Approved FY 1996 ($1,000)	Balance ($1,000)
China	100,000	0	100,000
Potatoes 2/	0	0	0
Hops and Products	0	0	0
India	15,000	0	15,000
Treenuts 3/	0	0	0
Indonesia	160,000	5,300	154,700
Potatoes 2/	0	0	0
Tree nuts 4/	0	0	0
Fresh fruit 19/	0	0	0
Raisins and dates	0	0	0
Papua New Guinea 5/	1,000	0	1,000
Canned Vegetables	0	0	0
Czech Republic	10,000	0	10,000
Potatoes 6/	0	0	0
Poland 5/	25,000	0	25,000
Potatoes 2/	0	0	0
Russia 5/	50,000	26,000	24,000
Canned or Frozen Vegetables 7/	0	0	0
Fresh Fruits 8/	0	0	0
Frozen Concentrated Orange Juice	0	300	0
Almonds	0	0	0
Potatoes	0	0	0
Potato Flakes	0	0	0
Egypt 9/	100,000	82,000	18,000
Potatoes 6/	0	0	0
Tunisia	75,000	15,700	59,300
Almonds/Walnuts	0	0	0
Raisins	0	0	0
South Africa Region 10/	50,000	4,200	45,800
Tree nuts 4/	0	0	0
Potatoes 2/	0	0	0
East Caribbean Region 11/	50,000	20,100	29,900
Fresh fruit 12/	0	0	0
Mexico 13/	700,000	412,900	287,100
Almonds	0	0	0
Fresh Fruits 14/	0	0	0
Hops and Products	0	0	0
Potatoes 6/	0	0	0
Andean Region 15/	200,000	74,100	125,900
Tree Nuts and	0	0	0
Fresh Fruits 16/	0	0	0
Central America Region 17/	40,000	18,800	21,200
Potatoes 6/	0	0	0
Brazil	150,000	25,400	124,600
Fresh Fruit 18/	0	0	0
Potatoes 6/	0	0	0

1/ Coverage announced for FY 1996 as of December 29, 1995 as detailed in FAS Program Announcements (tel: 202-690-1621 for information); unless otherwise noted, terms are FOB, 90-days to 3 years. 2/Cut and frozen for french fries, and potato flakes. 3/ Walnuts, pistachios, almonds. 4/ Almonds, walnuts. 5/ Terms are 90 days to one year; for 1-yr terms for Russia, principal repayments plus accrued interest are due at 6-month intervals; C&F coverage also available to point of first ocean discharge for non-Russian flag carriers (see Program Announcement for details). 6/ Cut and frozen for french fries. 7/ Canned or frozen (corn, peas, mixed vegetables, tomatoes, green beans, and spinach). 8/ Apples, oranges, tangerines, lemons, and pears. 9/ Egypt program (90-day to one year terms) authorized at $160-million level for FY96, details for remaining $60 million will be issued later. 10/ Angola, Botswana, Burundi, Kenya, Lesotho, Madagascar, Malawi, Mauritius, Mozambique, Namibia, Rwanda, Seychelles, South Africa, Swaziland, Tanzania, Uganda, Zaire, Zambia, Zimbabwe. 11/ Barbados, Grenada, Guyana, St. Lucia, St. Vincent and the Grenadines, Suriname, and Trinidad and Tobago; $70 million authorized for FY96, details of remaining $20 million will be issued later. 12/ Apples, grapes, pears, plums, and peaches. 13/ Mexico's terms are 90 days to 2 years; $1.25 billion authorized for FY96, details for remaining $550 million will be issued later. 14/ Apples, pears, plums, peaches, nectarines, kiwifruit, and strawberries. 15/ Includes Bolivia, Colombia, Ecuador, Chile, Peru, and Venezuela; $350 million authorized for FY96, details for remaining $150 million will be issued later. 16/ Almonds, walnuts, pistachios, pecans, and hazelnuts; apples, pears, plums, peaches, nectarines, and strawberries. 17/ Belize, Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua, and Panama; $60 million authorized for FY96, details for remaining $20 million will be issued later. 18/ Apples; Brazil coverage is for one-year terms; the FY96 authorization is for $255 million, details of the remaining $105 million will be issued later. 19/ Fresh fruit including apples, grapes, oranges, pears, plums, prunes, cherries, and lemons.

the middle and lower-end markets. Apples are now the top selling item in this supermarket's produce section. About 70% of all imported fruit sales are through supermarkets. .Imports of other fresh fruit may also follow this path.

Importers report that, along with apples, stone fruits and cherries appear to hold the best prospects for the future. The extremely short chain of distribution for fruits sold in supermarkets allows the sale of more temperature sensitive fruits. However, delivering these fruits to the consumer in prime condition will be more difficult if they are distributed outside of the supermarket channels.

Russia's demand for citrus products is on the rise.

Due to changing tastes and preferences among its consumers, Russia is becoming the largest new market for fresh and processed citrus. Total fresh citrus imports in calendar year 1994 reached a record 605,000 tons, valued at $353 million. Oranges accounted for about 75 percent of total Russia's citrus imported in 1994 (excluding imports from Former Soviet Union (FSU) countries). Over 65 percent of citrus imports occur during the 6 months from October to March. However, nearly 40 percent of citrus imports take place in October, November, and December. In Moscow and other major cities in Russia, citrus is widely available not only in high priced, western style supermarkets, but in street markets where the majority of Russian consumers shop as well. European and Mediterranean countries, primarily Greece and Israel, are the major suppliers because of cheaper transportation costs. U.S. grapefruit from Florida are available also and cost only slightly more than products from other competitors, such as Israel.

Russian Retail Prices
For Selected Fresh Citrus
(Moscow, December 1995)

Product	Origin	Per Pound
White Grapefruit	Israel	$1.75
Red Grapefruit	Israel	$1.93
Red Grapefruit	U.S. (Florida)	$2.16
Oranges	Greece	$2.05
Lemons	Israel	$2.55

Customs duties for citrus imports were raised from 1 to 5 percent on July 1, 1995. Also, during 1995 a new value added tax (VAT) for imported food was set at 20 percent. Some countries benefit from half-rate tariffs, granted by the Russian Federation to non-developed countries. The VAT is not applied to citrus imports from FSU countries. On all imports, including citrus, a 1.5 percent special federal tax is added. These tax changes have significantly increased the price of citrus products.

Fresh citrus imported into Russia should have a food safety certificate issued or approved by the Russian State Committee on Standardization, Metrology, and Testing (GOSTANDART). All fruit imports, including citrus, are monitored at import by inspectors from the Russian Plant Quarantine Service.

Formed by 10 Russian fruit importing companies, the Russian Fruit Importers Association has become the leading Government "watch dog" and trade advocate for this industry in Russia. To contact the Russian Fruit Importers Association, call 011 70 95 254-4850 or Fax 011 70 95 254-4421.

Russian Orange Imports by Origin
Calendar Year 1994

Country	Volume (Metric Tons)	Value ($millions)
Greece	182,275	78.2
Netherlands	30,553	17.8
Cyprus	30,425	7.2
Uruguay	24,534	12.2
Turkey	23,999	11.8
Morocco	19,600	11.7
Spain	14,300	7.4
Cuba	13,870	4.8
Israel	12,880	6.9
USA	4,185	3.8
Total	**448,880**	**217.0**

Russian Grapefruit Imports by Origin
Calendar Year 1994

Country	Volume (Metric Tons)	Value ($millions)
Cuba	16,937	39.1
Israel	4,087	2.5
Netherlands	1,765	1.4
Turkey	1,476	0.7
Cyprus	1,029	0.6
Finland	527	0.4
USA	49	0.04
Total	**27,880**	**46.0**

EU 24:6 Agreement to provide improved access for some U.S. horticultural products

U.S. almonds, sweet cherries, and fresh foliage will benefit from improved access to the European Union as a result of the Article XXIV:6 compensation package. The package was negotiated following the January 1, 1995, accession of Austria, Finland, and Sweden to the EU. The EU also agreed, on December 4, 1995, to net-out trade between the EU-12 and the three new member states, as well as trade among the three new member states, for purposes of EU subsidies and tariff-rate quotas.

Under the 24:6 package, the existing tariff-rate quota for almonds will increase from 45,000 MT to 90,000 MT, with an in-quota tariff rate of 2 percent. For fresh sweet cherries, the final Uruguay Round (UR) duty, for the period of June 16 to July 15, will be reduced from 12 percent to 6 percent. In addition, for the period May 21 to July 15, an MFN tariff-rate quota will be opened at 800 MT, with an in-quota tariff of 4 percent. For fresh foliage, the final UR duty will be reduced from 2.5 percent to 2 percent.

Key U.S. horticultural products for which compensation was requested but not received were: apples, avocados, dried prunes, dried vegetables, dried onions, grapefruit, orange juice, pears, raisins, table grapes, and wine.

Mexico permits imports of Texas citrus

U.S. and Mexican officials have finalized a phytosanitary protocol that will permit exports of Texas citrus to Mexico, with the first shipments possibly commencing before the end of January. With the agreement, Texas now joins California in being approved to export citrus to Mexico. The process of gaining export approval for the other citrus-producing states (i.e. Florida, Arizona) is ongoing.

The agreement on Texas citrus is the culmination of several years of effort on the part of USDA and Texas state and industry officials. With the Texas industry's shipping season winding down by April, the full benefits of the market opening are not expected to be realized until next year's crop. U.S. shipments of citrus to Mexico in FY1995, which presumably all originated from the state of California, were valued at $1.8 million, up from $0.4 million in the preceding year. With the eventual recovery of its domestic economy, it is expected that Mexico will become a significant market for U.S. oranges, grapefruit, and lemons.

Chile's medfly free declaration action to bring new competition for U.S. fruits in Japan and other export markets

The Government of Chile officially declared the country free of the Mediterranean fruit fly (Medfly) on December 13, according to a report from the U.S. Agricultural Attache in Santiago. The determination follows 32 years of Medfly detections and subsequent attempts to rid the country of the pest. Recognition of the Medfly free status by importing countries, particularly those in Asia, is expected to open up significant new export opportunities for Chilean fruit, notably citrus, table grapes, and kiwifruit. One Chilean press report suggested that Chile's shipments of fresh fruits and vegetables to Asia could increase by $500 million annually within 5 years as a result of the Medfly development. U.S. imports of Chilean produce will not be significantly impacted by the announcement as the United States has recognized most of Chile's production areas as Medfly-free for several years.

In a related move, Japan's MAFF has decided to recognize Chile's main fruit-producing areas (Third State and all points south) as being free of Medfly, according to the U.S. Minister-Counselor's office in Tokyo. This action, which could be finalized within the next few months, will provide Chilean citrus, notably lemons, access to Japan's market, while at the same time eliminating an onerous cold treatment requirement currently applied to Chilean table grapes and kiwifruit. U.S. and Chilean grape and kiwifruit production is counter-seasonal and the two countries' exports generally do not compete directly. However, Chilean lemon exports to Japan would represent new competition for U.S. suppliers, which tend to ship year round. U.S. exports of fresh lemons to Japan in fiscal year 1995 totaled 86,977 metric tons, with an associated value of $95 million.

Chile also hopes to gain footholds in Japan's market for its apples and pears, which have been banned due to the Medfly situation. In addition, it is expected the country will be seeking Medfly-free recognition from other countries in the region, including Korea, Taiwan, and China.

Colombia is the latest country to restrict U.S. fruits and vegetables imposing fumigation requirement

In response to the recent detections of oriental fruit flies (OFF) in California and Florida, Colombia's government revealed in a December 22 letter to APHIS its decision to impose a methyl bromide fumigation requirement on all fruits and vegetables imported from the United States, according to the U.S. Agricultural Attache

in Bogota. This action comes despite efforts by USDA to allay the GOC's concerns and provide technical assurances that the detections do not represent a threat to Colombian agriculture. There are recent indicators that the GOC may soon lift the fumigation requirement on produce originating from states other than California and Florida. U.S. exports to Colombia of fruits and vegetables, many of which would be adversely affected by the required fumigation process, were valued at nearly $7 million in FY 1995. Apples ($4.1 million) and pears ($1.1 million) were the leading export items.

Colombia's action represents the latest in a series of trade restrictive moves by countries in the region in response to the OFF detections. Ecuador has required fumigation for California produce since December, and Argentina has banned all California produce since October. In addition, Peru is reported to be considering imposing new restrictions. While Brazil's OFF-inspired restrictions were short lived, industry concerns remain over a broader issue of that country's new, potentially trade restrictive phytosanitary import requirements for a number of horticultural products, notably grapes, apples, and pears. Technical discussions with Brazilian officials on these issues are tentatively planned for mid-February in Washington.

U.S. fruit exporters to benefit from reduced Philippine duties

The Government of the Philippines has implemented tariff reductions on a range of imported fruits and vegetables, cutting MFN tariff rates from 50 percent ad valorem to 30 percent. The tariff cuts took effect on or about January 16, according to the U.S. Agricultural Counselor. Further reductions are planned for the coming years, with duties falling to 20 percent on January 1, 1997, and declining further to 10 percent on January 1, 2000. U.S. exports of fresh fruit to the Philippines totaled $22 million in FY 1995, with grapes ($10.2 million), apples ($8.3 million), and oranges ($3.3 million) accounting for nearly all of the total.

The recent tariff reductions, combined with promotional efforts already in place through the Market Promotion Program, will greatly benefit a number of commodities, among them Washington apples. The Philippines has already imported 332,000 42-pound boxes of the state's apples, even though wholesale prices are higher than normal due to this year's smaller crop. Red Delicious account for 90 percent of Washington's apple exports to the Philippines. The Washington Apple Commission's representative in Manila reports that the reduced duty will enable the United States to be more aggressive with promotions aimed at making apples a staple of the Philippine diet.

Following similar trade liberalizing moves in other Asian countries, U.S. exports of fresh fruit to other Asian countries have soared, particularly apples. For example, Thailand's decision several years ago to reduce its applied tariff on apples from 50 percent ad valorem to 10 percent facilitated a sharp rise in U.S. apple sales, which topped $22 million in FY 1995, up from $12 million in FY 1991. Similarly, following the lifting of Indonesia's fruit import ban in 1991, and subsequent tariff reductions in 1994, U.S. apple exports increased from just over $2 million in FY 1991 to nearly $28 million for FY 1995.

U.S. Grapefruit enters Thailand for the first time, while Korea opens market to U.S. grapes

Under a bilateral protocol finalized in 1995, the first shipment of Florida grapefruit, a 20-foot container load, cleared inspection in Bangkok and entered the market on January 5, according to the U.S. Agricultural Counselor. The product reportedly arrived in excellent condition and has been distributed to 10 supermarkets in the Bangkok area. Despite the assessment of a 56 percent ad valorem tariff (or comparable specific), the grapefruit is priced competitively with Thailand's domestically produced pomelo. In response to the promising market prospects, the importer of the first shipment has reportedly placed a follow-up order for a 40-foot container. This would be in addition to a 20-foot container load that was due to arrive in Bangkok in mid-January. California is also now eligible to export citrus to Thailand under a new protocol. And according to an industry source, a 3,000 carton shipment of California oranges was scheduled to arrive in Thailand by the end of January. The U.S. citrus industry has identified Thailand as a promising potential market, with near term sales prospects totaling $15 + million annually.

Meanwhile, Korea opened its market to imported table grapes on January 1, as required under the Uruguay Round agreement. California industry contacts report that the first shipment of U.S. table grapes arrived shortly after the market opening. The three containers subsequently cleared quarantine inspection and entered the market on January 11. In addition, "several hundred" cases are reported to have been sent by air and these too have cleared the required inspection. The California industry believes Korea will be an excellent new market for U.S. table grapes. However, given that the industry is in the final stages of this year's shipping season, U.S. exporters will have to wait for the 1996 crop to take full advantage of the market opening.

AVOCADO SITUATION IN SELECTED COUNTRIES

Avocado exports by selected foreign countries are forecast to increase by 27 percent in 1995/96. Unfilled and growing demand in Europe should contribute to the increase. Rapidly increasing harvests in Chile and Israel have produced surpluses for export opportunities. Israel, the world's largest avocado exporter, is forecast to increase exports by more than 65 percent. Chile's exports are expected to increase by 83 percent. Exports are also expected to increase moderately in Spain and South Africa. Depending on the size of the domestic harvest, opportunities for U.S. avocado exports in 1995/96 to Europe, Canada, and Japan could also improve because of lower exports from Mexico.

Selected Country Avocado Outlook

Production of avocados in 1995/96 in selected countries is expected to expand by 3 percent to 1.14 million tons. Increases in Chile, Israel, Spain, South Africa, Dominican Republic, and the United States are expected to more than offset expected lower production in Mexico. The National Agricultural Statistics Service (NASS) is expected to release the first official 1995/96 U.S. crop estimate in July.

Selected country exports are forecast to increase by 27 percent to 181,000 tons in 1995/96. Export increases are expected in all countries except Mexico.

Chile

Avocado production in 1995/96 (calendar year 1996) is forecast at 62,000 tons, up 29 percent from the 1994/95 output. Production in 1994/95 was reduced following freezing temperatures during July and August 1995 which resulted in early fruit drop and smaller-sized fruit. The upturn forecast for 1995/96 hinges on improved weather in 1996, particularly the absence of widespread frosts.

Harvested area is expected to continue to expand over the next five years as previously planted trees mature. The area planted to avocados in 1995/96 is forecast at 12,850 hectares, up 11 percent from last season; the area harvested is forecast at 6,160 hectares, up 6 percent. The increase in plantings is due to high producer prices for the past few years and a favorable export situation.

Avocados are harvested year-round, but the principal harvest period extends from September through December. In Chile, 95 percent of all commercial avocado trees are planted in the central part of the country--from Region IV through Region VI, including the Metropolitan Region. Most of the expansion in the industry can be attributed to increased plantings of the Hass variety, which now comprises over 55 percent of Chile's total avocado area.

Chilean avocado exports in 1995/96 are forecast to increase by 83 percent to 22,000 tons. The United States continues to be Chile's largest export market. However, the avocado producers association has been advising its members to continue to diversify their markets. Many producers in Chile remain concerned about the increased possibility that Mexico could gain access to the U.S. market. Promotional campaigns to Europe and Argentina have been successful in recent years.

Consumption in 1995/96 is forecast at 40,000 tons, 11 percent above the previous year's revised estimate. The larger crop, lower prices, and promotional campaigns to expand consumption are the reasons for the consumption increase. Domestic consumption in Chile is still relatively low for a producing country, but continues to rise, now just under 3 kg. per capita. The products consumed domestically are usually harvested from non-export varieties and Hass avocados that are not exported.

The Chilean Government does not provide any direct subsidies or special tax incentives for avocados. Avocados and other fruits and vegetables do benefit from the recently created $10 million Export Promotion Fund for agricultural products.

Israel

Avocado production for 1995/96 (October/September) is forecast at 80,000 tons, up 57 percent from the revised 1994/95 estimate due to favorable weather and greater use of irrigation, which dramatically increased yields from an average of 8 tons per hectare in 1994/95 to an estimated 13 tons in 1995/96. The 1994/95 estimate has been revised downward from the previous forecast of 60,000 tons because of lower-than-estimated output due to high temperatures during fruit setting.

Because of cold weather problems, the Ettinger is becoming the preferred variety in Israel because the Ettinger ripens early and most of the crop is harvested before December, thus escaping frost damage. The Ettinger variety also produces relatively high yields. The Fuerte, Hass, Nabal and Reid varieties are the other significant varieties grown in Israel.

Future increases in Israel's avocado production hinge on the availability of planting material--which has been in short supply during the past two seasons. This will affect Israel's share of the European avocado market. Although Israel's market share in Europe is strong, supplies from Spain and Mexico threaten future growth.

Israel is expected to expand trade as the world's largest avocado exporter in 1995/96

Exports from Israel are forecast to reach a record 60,000 tons in 1995/96, an increase of 67 percent over the 1994/95 volume. The expected increase in domestic production and Spain's lower supplies compared with previous years are major reasons for expected higher Israeli exports. France continues to be Israel's largest market, accounting for over 50 percent of total exports. Concern over dependence on a single country has caused Israel to try to diversify its markets. In 1995/96 Israel is expected to invest over $ 5 million in sales promotion efforts in its markets. Germany has been increasing its imports from Israel in recent years and now purchases about 15 percent of Israel's avocado exports. Other European customers include the U.K., Scandinavia, Benelux, and Switzerland. Spain and Mexico have been Israel's primary competition in the European markets, especially in Scandinavia which prefers Hass avocados, and in Switzerland.

In the medium term, as the peace process progresses, it is hoped that ties with neighboring countries of the Middle East (especially the oil-rich Persian Gulf states), may lead to increased exports of Israeli avocados and other fruits and vegetables to the region. Given their rapidly increasing production, the Government of Israel has also shown interest in exploring the export of avocados to the Northeastern United States. Currently, APHIS requirements for imported avocados (ie. cold treatment) make Israeli fruit difficult to market. The Plant Protection and Inspection Service of the Ministry of Agriculture is searching for alternative methods to satisfy U.S. phytosanitary entry requirements for Israeli avocados. Although this is a possibility, in the short-run, Israeli producers are likely to take a greater interest in Mexican avocados being exported to the United States, which may

lessen their competition with Mexico in Europe.

Consumption of avocados in Israel has been relatively stable over the last several years, but is expected to jump 33 percent in 1995/96. Increased supply and subsequently lower prices are the primary reasons. The local marketing board, FPMBI, continues to conduct advertising campaigns to increase domestic consumption. In 1994/95 nearly 3,000 tons of avocados were delivered to industry for oil extraction. Supermarkets were provided with export quality fruit in export packaging. The domestic market previously served as a dumping ground for export rejects. These campaigns included TV, press and point of sale promotions which have increased sales and prices.

Government policy on avocado exports has remained unchanged in spite of continued efforts by the Fruit Production and Marketing Board to include this crop in the GOI system of price "safety nets" for key crops. The Ministry of Agriculture continues to provide grants of 40 percent or less for new plantings in preferred regions of the country.

Japan

Japan does not produce avocados and depends on imports to meet domestic demand. As a result of its non-producer status and high currency value, Japan continues to be a desirable market in terms of sales of quality fruit and prices paid to exporters. Since the introduction of avocados into Japan in the early 1970's, avocados have continued to grow in sales, consumer acceptance and creativity in their use.

Japanese imports of avocados are forecast to decrease to 3,225 tons in 1995/96. Imports were down sharply in 1995 due to reduced supplies from the United States caused by weather problems. Currently, only the Hass variety is marketed to Japan.

The United States and Mexico are the sole suppliers of avocados to Japan. U.S. avocados usually face stiff price competition from Mexico. While the declining dollar against the yen has helped U.S. export prospects to Japan, Mexico's peso devaluation has offset a large part of the U.S. advantage. Mexican avocados are usually lower priced than those from the United States and are favored by a lower rate of import duty (6 percent for the United States compared to 4 percent for Mexico) due to Mexico's status under the Generalized System of Preferences on a CIF basis. Due to these currency trends, recent prices of U.S. avocados in Japan have dropped from the very high 369 yen per kilogram of last year to 254 yen (CIF). Mexican prices were about 180 yen per kilogram.

Although U.S. and Mexican avocados have not tended to compete in the same season, the Mexican season is increasingly encroaching on the U.S. season especially from January to March and in August. As a result, the Mexican share of the Japanese market has increased.

The success of U.S. avocados in Japan is largely due to the avocado's health conscious image and active promotional activities by the California Avocado Commission. Challenges for expanding consumption in the future in Japan will be to further educate the Japanese consumer and local handlers on when to deliver, eat and how to use avocados. At present, most avocados in Japan are sold at the retail level and are prepared either plain or in salad plates with other vegetables. The Japanese, however, have continued to use avocados in new ways (ie. soups, milk shakes).

Avocado use in the food service industry including restaurants and hotels, is still small (about 20 percent) but shows an extremely high potential for the future. Promotional efforts should aim at this area of the food marketing system and should increase consumer awareness and knowledge of avocados. Currently 60 percent of avocados in Japan are consumed in the Tokyo area. Awareness and availability of avocados beyond

Tokyo and other major cities to regional Japanese consumers should be a major promotional strategy.

The Japanese prefer the larger size 24 avocados which constitute 70 percent of avocados on the market. This year's wholesale prices of California 24's was approximately 1800 yen per tray and 100 to 150 yen per fruit, retail. Mexican avocados ranged from 1400 to 1500 yen per tray and 100 to 125 per fruit.

Avocados from the United States and other industrialized WTO members have a 5.5 percent ad valorem tariff, CIF basis. Avocados from Mexico and other countries under the Generalized System of Preferences are charged 3 percent, ad valorem, CIF.

Mexico

The World's Largest Producer

Mexico is the world's largest producer of avocados. The 1995/96 crop (harvested August 1995 through July 1996) is forecast at 740,000 tons, down 4 percent from 1994/95. The downturn is due to cutbacks in crop maintenance and the off-year in the production cycle. Growing conditions were mostly favorable, but cool weather during the flowering season delayed fruit maturation. Low farmgate prices and rising production costs have forced many marginal producers out of the avocado sector.

Because of the uncertainty surrounding avocado exports (especially to the United States), low domestic prices, and limited water availability in the major producing state of Michoacan, the planting rate of avocado trees has stagnated in recent years. However, given the significant number of trees planted in the late-1980's and the early-1990's, production could expand 20 to 30 percent by the year 2000. The balance of avocados are grown in the States of Puebla, Nayarit, Mexico, and Morelos. The main avocado variety is the Hass. Other varieties include the Criollo, Fuerte, San Miguel, and Taylor. Mexican avocados are harvested year-round with the peak season between October and February in Michoacan.

New outlets needed for additional production

Mexican exports of avocados rose dramatically, up 73 percent, from the 1993/94 to the 1994/95 season. This was mostly due to a large supply of avocados. However, avocado exports in 1995/96 are forecast to decrease by about 23 percent due to the expected smaller harvest.

Unlike some other producing countries, the vast majority of avocado production in Mexico is sold to the fresh domestic market. Exports of avocados currently account for only about 3 percent of production. Europe (especially France), Canada, and Japan are Mexico's largest export markets. Future growth in the Mexican avocado industry will depend in great part on the growth in exports. Without new export outlets for additional production, it is unlikely that any significant expansion in production will take place in the next 3 to 5 years because of limited new plantings, credit availability, and low domestic prices.

The United States imports Mexican processed avocados. U.S. Census data show that the United States imported over 10,000 tons of processed avocados in marketing year 1993/94. In 1994/95 over 15,000 tons were imported, an increase of 50 percent. According to industry sources, because of financial difficulties, the Mexican processing industry has become more concentrated, declining from 12 plants producing processed avocados in 1993 to 8 plants in 1994. The remaining plants have become more efficient in order to survive.

Growth in the Mexican avocado industry partially depends upon future access to the U.S. market. According to sources within the Mexican industry, about 15-20 percent of the fruit now produced is considered to be of export quality. USDA's Animal and Plant

Health Inspection Service (APHIS) currently is reviewing public comments on the proposed opening of the U.S. Northeastern market to Mexican avocados during the winter months.

Consumption of avocados in Mexico is expected to decrease slightly in 1995/96 by 4 percent to 720,000 tons. Decreased supply and higher retail prices are the primary factors. Avocados for the domestic sector pass through wholesale distributors which sell to local supermarkets, hotels and restaurants. There are still existing handling and spoilage problems, however, there have been a number of technical training seminars with suppliers, and the situation is improving.

The government does not have support policies for avocados. However, the new government support program "Alliance for the Rural Sector" may in the future have several programs for the agricultural sector and subsidies to help producers buy farm equipment and access to new technologies. The program has not yet been finalized.

Although Mexico permits the import of avocados, because of current prices and the peso devaluation, avocado imports are not generally competitive in Mexico and only small amounts have been shipped. Mexico maintains its 20 percent tax on imports of avocados with the exception of the United States, where under NAFTA regulations there is a mutual tariff of approximately 10.5 cents/Kg in 1995. This tariff (08.04.40.01) will be phased out in 10 years.

South Africa

The 1995/96 avocado crop is estimated at 50,000 tons, up 8 percent from 1994/95, but less than the record 1993/94 crop of 52,244 tons. Unlike last season's drought-reduced and off-year crop, rain in the later part of 1995 significantly improved the production potential for the 1995/96 harvest. In addition, tree plantings have increased 27 percent from 1991 to 1995, which means that production should expand in the next few years as 30 percent of these trees have not reached bearing age. This growth in production assumes adequate water supplies.

Avocados are harvested year-round in South Africa depending upon the variety, with most of the crop taken off from July through October. The Fuerte variety normally accounts for about 60 percent of the South African crop; the remainder is comprised of the Hass, Ryan, Edranol, and Pinkerton varieties. Approximately 11,200 hectares are planted to avocados in South Africa. The main region is the Letaba district of North Eastern Transvaal including Tzaneen and Letsitele which is 55 percent of the plantings. The second largest production area is the Nelspruit Burgershall area in Eastern Transvaal that contains 23 percent of the plantings.

The avocado industry in South Africa is reportedly very technically advanced. Production starts in the nursery where cloned Phytophthora (root rot) resistant rootstocks are produced from the Duke variety on which the desired variety is grafted. This nursery procedure is complex and costly. Soil preparation is based on sampling and most avocado production is irrigated. Although the drought has shown the trees to be resistant, it is expected to take a few years for them to fully recover.

About 70 percent of South African avocados are exported. All export efforts in South African production are aimed at meeting the import requirements of the European markets. This includes size, quality, harvesting techniques, transportation, and post harvest handling.

South African exports expected to increase

South African exports in 1995/96 are expected to rise 12 percent due to the higher production outlook. Exports in 1994/95 were revised upward by nearly 25 percent or 31,150 tons as a result of improved weather. Exports are usually contracted with private traders with the subtropical arm of UNIFRUCO, the big

deciduous fruit exporter, as a major player. About 95 percent of South Africa's avocado exports go to the EU. In 1994, South Africa's primary markets were Belgium (8,536 tons), the United Kingdom (7,091 tons), France (5,823 tons), and Switzerland (3,169 tons).

Domestic consumption of avocados is forecast to approximate the previous year's level at 15,000 tons. Approximately 30 percent of the crop is consumed domestically. Fresh avocados are usually marketed through municipal markets but direct contracts are becoming more popular. South Africa does not generally import avocados. The low internal prices combined with a 5 percent duty on imports, effectively limits shipments from overseas. Only small quantities from nearby countries are able to cross the border.

The South African Grower's Association (SAGA) looks out for the interests of the industry and is financed by a voluntary duty on exports. SAGA also finances research and negotiates with government officials. Export volumes are coordinated with fifteen export companies; five of them handle about 90 percent of the trade. The industry does not have any government assistance after losing the 6 percent GEIS export incentive that was available before the new GATT agreement.

Spain

Avocado production in 1995/96 (July/June) is forecast at 40,000 tons, up 14 percent from last season's drought-reduced crop. The increase in output is due to milder temperatures in peninsular-Spain's avocado areas during the 1995 summer. Although fruit quality and sizing are reportedly good this season, the continued shortage of irrigation water has significantly curbed Spain's long-term production potential.

Although avocados are harvested from October through June, the bulk of the crop is taken off between November and January. Spain's avocado industry is concentrated in Andalucia (mainly in the provinces of Granada and Malaga), which accounts for about 80 percent of the total area planted. The balance is produced in the Canary Islands and, to a lesser extent, in the Levant. It is reported that some expansion has been taking place in Huelva and the Sevilla areas over the last four years. The total area devoted to avocado production will likely remain stable over the long term, especially if irrigation water supplies in Andalucia remain scarce.

The primary avocado varieties grown in Spain are the Hass, Bacon, and Fuerte. Hass accounts for almost 80 percent of the total production and is the most popular. Although, some producers have recently tried growing the Gwen and Fuerte varieties because of their higher yields and earlier ripening qualities. Spanish avocado producers use high quality seed imported mostly from California between December and January. Spanish avocados are marketed from October to June in Peninsular Spain and from September to March in the Canary Islands.

Slow recovery and continuing drought slows growth in export prospects

Because of moderate production increases, exports in 1995/96 are forecast to rise to 30,500 tons from 26,700 tons the previous year; up over 14 percent. This, however, is still well below the 1993/94 export level of 39,000 tons. Spain exports primarily to EU countries with France taking about 80 percent of the total. The remainder is exported to Scandinavia and Switzerland. Spain competes with Israel for sales to the EU during the same export season each year.

Thus far in the 1990's avocado consumption has remained at a low level. This is small for a producing country, at only .3 Kg per capita in 1994. Because of increased supply, consumption is forecast to rise to 12,000 tons in 1995/96 from 10,580 tons the previous year, up 13 percent. The 1994/95 figure had been revised downward to reflect supply shortages.

Consumption could expand with information campaigns and education showing when to eat avocados and the many uses for them. Avocados are still considered relatively new to the Spanish consumer and are sold in retail stores when they are not ripe. It is believed many customers are lost this way. Currently, avocados are eaten in dips, fresh in salads, or with shrimp.

Continued openings may exist for U.S. avocado exports

Spanish avocado imports in 1995/96 are forecast to increase slightly above last year's level to 2,500 tons. Most of these are obtained from South Africa and Mexico which do not compete with the Spanish crop. Spain's continued below-potential production and exports may offer openings for U.S. exports to Spain and its traditional markets. The best opportunities exist between July and September when there are no avocados available from the Spanish crop in the local market.

The Spanish ban on U.S. fresh fruits, including avocados was lifted on June 1, 1993. The Spanish law implementing this EU-wide phytosanitary regulation became effective upon its publication in the Spanish State Gazette on June 3, 1993. Imports of U.S. fresh avocados are now permitted, but must be accompanied by an APHIS phytosanitary certificate. There are no government subsidies for avocados in Spain. However, the regional autonomous governments in avocado producing areas reportedly have special credit programs available for avocado producers to purchase inputs such as seed and fertilizer.

Dominican Republic

Avocado production (for export) in 1995/96 (June/May) is forecast at 15,000 tons, up 2,000 tons from the drought-reduced 1994/95 crop. The area devoted to commercial production is estimated at nearly 1,900 hectares and is forecast to expand to over 2,000 hectares next season. Production for export primarily occurs in the Mao and Bani areas. The Dominican Republic is the second-largest exporter of avocados to the United States, after Chile. Although the cost of some inputs is high, labor is relatively cheap and continued growth in the industry is expected as global awareness of avocados expands.

Commercial production of avocados began in 1966. Production of avocados occurs nearly year-round (June through April) in the Dominican Republic, but the main harvest period is from November through December. Although there are 18 grafted varieties of avocados cultivated in the Dominican Republic, the varieties most popularly grown for export include Simmonds, Popenoe, Semil No. 34 and No. 43, Melendez, Hass, Hall, Booth Lula, and Choquette. Most production for export is irrigated.

Although comprehensive statistics on the avocado industry are not available, the Agricultural Attache has estimated total commercial exports between 9,000 and 10,000 tons a year. The majority of these exports go to the United States each year. They are marketed mostly in New York, Puerto Rico, and Miami. Dominican avocados enter the United States duty free under the Caribbean Basin Economic Recovery Act. The remainder of exports are largely sent to the European Union including to Belgium-Luxemburg, Germany, the Netherlands, France and Italy. Small amounts are also exported to other Caribbean countries and to Canada. Producers generally prefer to sell their avocados to an exporter who assumes the risk of dock delays, payment arrears or defaults by the U.S. wholesaler. Some producers do export.

The Dominican Republic does not import avocados because of abundant local supplies. Although no consumption statistics are available, the local population generally consumes avocados of the Criollo variety which grow wild throughout the country. Occasionally they may consume varieties that are not exported due to oversupply in the

United States or quality problems. Any imports would be subject to licensing requirements, a 25 percent CIF duty and a value added tax of 8 percent. At present, the Dominican Republic has no governmental production, marketing or export policy for avocados.

U.S. Imports of Dominican Avocados
Calendar Years 1990-1995

1990	1,659
1991	2,418
1992	7,025
1993	5,632
1994	4,386
1995 1/	3,682

Source. U.S. Department of Commerce
1/ January to October

United States

Avocado production in the United States for 1994/95 is estimated at 159,900 tons, up 23 percent from 1993/94, but 40 percent less than the record 1992/93 crop. The upturn reflects an on-year in the alternate-bearing cycle, but less-than-optimal weather prevented a more substantial rebound in production.

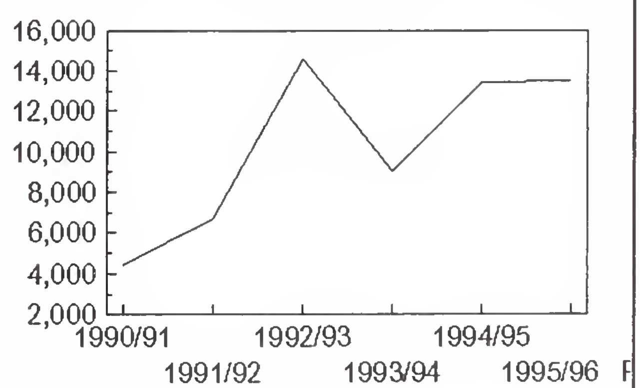
Preliminary assessments for 1995/96 indicate production may be higher than previously expected. However, recent tree blow-downs may temper the initial projection of a 7 to 10 percent increase from 1994/95. The National Agricultural Statistics Service is expected to release the first avocado production forecast for the 1995/96 crop in July. According to industry sources, production in 1995/96 may exceed 165,000 tons, 7 percent above the previous year. Avocados are harvested year-round in California which accounts for 88 percent of forecast production. The main harvest season in Florida runs from July through February.

In 1994/95 the United States exported 13,380 tons of avocados, up over 48 percent and valued at nearly $ 14 million. France was the major market accounting for 40 percent of total U.S. exports, a greater concentration in that country than last year. Japan, the Netherlands, and Canada were next accounting for 16, 15, and 15 percent of the volume, respectively. The U.K. imported over 10 percent of U.S. exports. Sweden more than doubled their previous year's imports to 507 tons.

Exports in 1995/96 are forecast to be similar to the previous year's level, but could go higher if the industry capitalizes on markets where Mexico's exports may be lower. This may be possible in Japan, Canada, and in Europe. If Mexican avocados are permitted in the Northeastern U.S., these overseas opportunities could be greater.

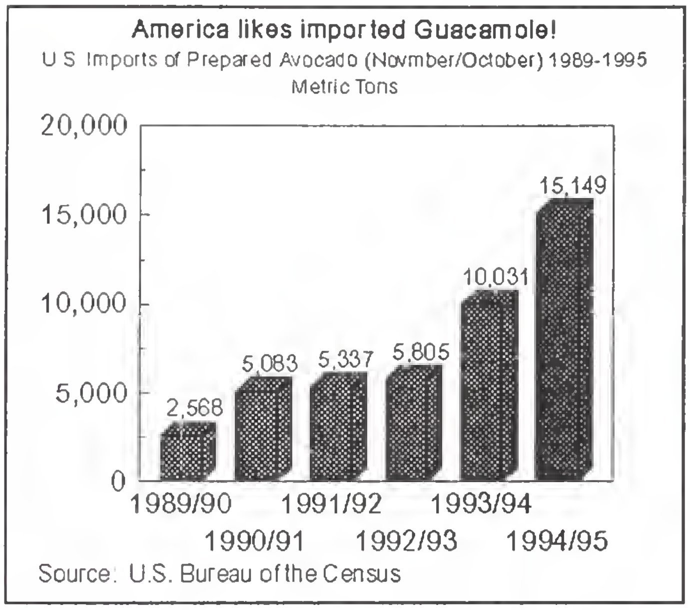
U.S. avocado imports rose in 1994/95 to over 22,000 tons. This is an increase of nearly 25 percent over the previous year due to the increased U.S. demand for avocado. Most of the imports came from Chile, over 15,526 tons or 69 percent, and the Dominican Republic, 5,808 tons or 26 percent of the import total. Total imports for the 1995/96 year will depend on the size of the U.S. crop and changes in U.S. import policy.

U.S. Exports of Avocados
Marketing Years (August/July) 1990/91-1995/96
Metric Tons



Source: U.S. Bureau of the Census
F - Forecast

The United States imports Mexican processed avocados as guacamole. U.S. Census data show that the United States imported over 10,000 tons of processed avocados in marketing year 1993/94. In 1994/95 over 15,000 tons were imported, an increase of 50 percent. This trend has captured the interest of other avocado producers like the Dominican Republic, which is also considering processing avocados for export to the U.S.



U.S. consumption of avocados has kept pace with production supply in recent years. Current data suggests that U.S. demand is growing and will continue. It is believed that consumption of avocados in the U.S. is closely linked with the growing Hispanic population and the nation's increasing interest in ethnic, gourmet and healthy foods.

(For further information on avocado supply, distribution, and trade, contact Stephanie Riddick, 202-720-9792. For information on marketing contact Steve Shnitzler, 202-720-8495. For information on production contact Kelly Kirby Strzelecki, 202-720-6791.

AVOCADOS: PRODUCTION, SUPPLY, AND DISTRIBUTION
(Metric Tons)
Marketing Years 1993/94 - 1995/96

Country/ Marketing Year 1/	Production	Imports	Total Supply	Exports	Domestic Consumption	Total Distribution
Chile						
1993/94	50,000	0	50,000	20,100	29,900	50,000
1994/95	48,000	0	48,000	12,000	36,000	48,000
1995/96 F	62,000	0	62,000	22,000	40,000	62,000
Israel						
1993/94	49,000	0	49,000	29,000	20,000	49,000
1994/95	51,000	0	51,000	36,000	15,000	51,000
1995/96 F	80,000	0	80,000	60,000	20,000	80,000
Japan						
1993/94	0	4,573	4,573	0	4,573	4,573
1994/95	0	3,740	3,740	0	3,740	3,740
1995/96 F	0	3,225	3,225	0	3,225	3,225
Mexico						
1993/94	709,000	0	709,000	15,000	694,000	709,000
1994/95	773,000	0	773,000	26,000	747,000	773,000
1995/96 F	740,000	0	740,000	20,000	720,000	740,000
South Africa						
1993/94	52,244	4	52,248	37,248	15,000	52,248
1994/95	46,150	5	46,155	31,150	15,005	46,155
1995/96 F	50,000	5	50,005	35,000	15,005	50,005
Spain						
1993/94	51,745	900	52,645	39,100	13,545	52,645
1994/95	35,100	2,180	37,280	26,700	10,580	37,280
1995/96 F	40,000	2,500	42,500	30,500	12,000	42,500
TOTAL FOREIGN						
1993/94	911,989	5,477	917,466	140,448	777,018	917,466
1994/95	953,250	5,925	959,175	131,850	827,325	959,175
1995/96 F	972,000	5,730	977,730	167,500	810,230	977,730
United States						
1993/94	130,400	17,874	148,274	9,014	139,260	148,274
1994/95	159,900	22,299	182,199	13,380	168,819	182,199
1995/96 F	165,000	26,000	191,000	13,500	177,500	191,000
GRAND TOTAL						
1993/94	1,042,389	23,351	1,065,740	149,462	916,278	1,065,740
1994/95	1,113,150	28,224	1,141,374	145,230	996,144	1,141,374
1995/96 F	1,137,000	31,730	1,168,730	181,000	987,730	1,168,730

1/ Marketing Years: Israel - October/September; Chile, Japan and South Africa - Calendar Year of the second year shown; Mexico - August/July; Spain - July/June; United States - November/October.

Sources: Reports from U.S. Agricultural Attaches. USDA/NASS estimates. U.S. Department of Commerce.

F - Forecast

U.S. EXPORTS OF AVOCADOS
MARKETING YEARS (November/October) 1990/91-1994/95
METRIC TONS

Destination	1990/91	1991/92	1992/93	1993/94	1994/95
North America					
Canada	2,897	3,426	5,299	1,985	1,941
Mexico	23	0	16	0	14
Subtotal	2,920	3,426	5,315	1,985	1,955
European Union					
Sweden	0	13	376	226	507
United Kingdom	221	363	1,897	877	1,360
Netherlands	18	108	482	1,411	2,052
France	32	493	2,928	2,195	5,207
Germany	21	0	4	79	6
Spain	0	0	132	20	23
Other	45	16	53	112	19
Subtotal	337	993	5,872	4,920	9,174
Asia					
Singapore	3	0	0	28	0
Korea, Republic of	16	8	4	56	26
Hong Kong	9	0	3	71	61
Taiwan	0	0	67	0	0
Japan	1,085	2,246	3,310	1,940	2,086
Subtotal	1,113	2,254	3,384	2,095	2,173
Other Countries	37	24	31	15	78
Grand Total	4,407	6,697	14,602	9,015	13,380

Source: U.S. Bureau of the Census

U.S. IMPORTS OF AVOCADOS
MARKETING YEARS (November/October) 1989/90-1994/95
METRIC TONS

Destination	1989/90	1990/91	1991/92	1992/93	1993/94	1994/95
North America						
Mexico	19	233	807	541	718	484
Subtotal	19	233	807	541	718	484
European Union						
Italy	0	0	59	0	0	0
Subtotal	0	0	59	0	0	0
Caribbean						
Bahamas, The	79	98	60	315	468	246
Jamaica & Dep.	0	0	2	15	0	2
Haiti	0	0	0	2	0	0
Dominican Republic	1,331	1,935	5,783	6,011	4,648	5,808
Leeward-Windward Is.	4	0	0	0	0	0
Subtotal	1,414	2,033	5,845	6,343	5,116	6,056
South America						
Columbia	2	0	0	0	0	0
Chile	10,349	11,276	16,807	5,570	12,040	15,526
Subtotal	10,351	11,276	16,807	5,570	12,040	15,526
Other Countries	0	36	17	2	0	232
Grand Total	11,784	13,578	23,535	12,456	17,874	22,298

Source: U.S. Bureau of the Census

U.S. IMPORTS OF PREPARED AVOCADOS
MARKETING YEARS (November/October) 1989/90-1994/95
METRIC TONS

Destination	1989/90	1990/91	1991/92	1992/93	1993/94	1994/95
Mexico	2,568	5,048	5,331	5,798	10,031	15,121
Costa Rica	0	0	0	0	0	14
Honduras	0	34	0	0	0	0
Israel	0	0	5	0	0	0
South Africa, Repub.	0	0	0	7	0	12
Phillipines	0	1	1	0	0	2
Grand Total	2,568	5,083	5,337	5,805	10,031	15,149

Source: U.S. Bureau of the Census

Orange Juice Outlook For Selected Countries

Orange juice production in the major Northern Hemisphere producing countries in 1995/96 is forecast 2 percent below the previous year's level but still the second largest in recent years. Northern Hemisphere orange juice exports in 1995/96 are forecast to decrease slightly due to expected lower shipments from Mexico. U.S. orange juice exports in 1995/96, though, are forecast to rise 12 percent to a record 95,000 tons. World orange juice prices, which improved during 1995 mainly because of lower Brazilian orange juice supplies, could hold at current levels or higher through 1996, because of reduced stocks and steady demand in Europe, the main importer of orange juice.

Major Producers in The Northern Hemisphere

Orange juice production in 1995/96 in selected producing countries in the Northern Hemisphere is forecast to decrease by 2 percent to 1.06 million metric tons (65 degrees brix). Decreased orange juice production prospects in the United States, Mexico, Greece, and Turkey will likely more than offset increases in Italy, Israel, and Morocco. U.S. orange juice production accounts for 84 percent of the total Northern Hemisphere 1995/96 orange juice production forecast.

Total orange juice exports in 1995/96 for selected countries in the Northern Hemisphere are forecast at 234,000 tons, slightly below the previous year's shipments. Higher exports are forecast from the United States, Israel, Italy, and Morocco, while orange juice shipments from Mexico are expected to decrease in 1995/96. The forecast drawdown of stocks in the Northern Hemisphere, combined with moderate production and firm pricing from Brazilian processors, could keep world orange juice prices steady through most of this season. Demand in Europe, the main importer of orange juice, is forecast to continue strong. Reduced supplies from Brazil in 1995 helped to bring world orange juice prices in 1995 above the very low 1994 level.

United States

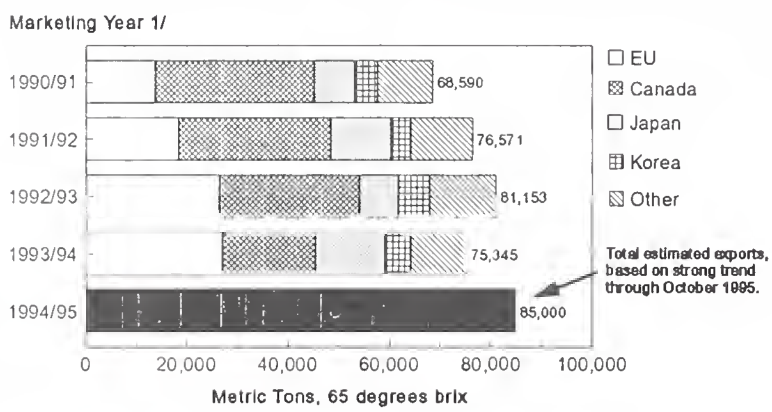
U.S. orange juice production in 1995/96 is forecast at 890,000 metric tons, 2 percent below the record set last year. Although more oranges will likely be processed in 1995/96, lower orange juice yields in Florida, the main producing state, have decreased overall U.S. orange juice production prospects. The Florida frozen concentrated orange juice (FCOJ) yield is forecast at 1.47 gallons (42 degrees brix) per box, compared to 1.50 per box last year. Florida accounts for about 92 percent of total U.S. orange juice output.

U.S. orange juice shipments should continue to expand in 1995/96, with exports forecast at a record 95,000 tons. Major U.S. customers will continue to be countries in the European Union (EU), Canada, Japan, and Korea. The EU accounted for 47 percent of total U.S. orange juice exported from December 1994 through October 1995 (complete 1994/95 year is not yet available). During the same period, Canada, Japan, and Korea accounted for 27, 5, and 5 percent, respectively. Increased promotion efforts, under the Marketing Promotion Program

(MPP), and awareness of the good quality of U.S. orange juice have boosted exports in recent years.

U.S. orange juice exports in 1994/95, estimated at 85,000 tons, have also been assisted by reduced Brazilian exports to Canada. However, U.S. orange juice exports to Japan from December 1994 to October 1995 dropped dramatically (more than 60 percent), accounting for only 5 percent of the total amount exported. Distribution problems, lower than anticipated consumption, and substantial supplies of the lower priced Brazilian product, limited U.S. exports to Japan during that period. However, U.S. exports of single strength orange juice (SSOJ) to Japan have increased in recent years and this trend is expected to continue in 1995/96. Also, U.S. exports to non-traditional markets, such as those in the Middle East and Eastern Europe, are forecast to increase in 1995/96, due to more market promotion activities in those countries.

U.S. Exports of Orange Juice Continue Strong



1/ December-November
Source: U.S. Bureau of the Census

U.S. FCOJ imports are likely to increase in 1995/96 in order to maintain stocks at last year's end of season level.

Mexico

Mexico's orange juice production in 1995/96 is forecast to decrease 32 percent to 50,000 tons. Less fruit is expected to be processed this season due primarily to a smaller orange crop and to financial problems the processing industry continues to face. Relatively low international FCOJ prices during the last few years, combined with limited supplies of competitively priced domestic oranges have caused financial problems for most of the Mexican citrus processing industry. Last season, however, the Mexican processing industry experienced some relief. More attractive international FCOJ prices during 1995, the peso devaluation, increased access to the U.S. FCOJ market under the North Free Trade Agreement (NAFTA), and reduced domestic demand for fresh oranges, due to the recession, made it more profitable to divert oranges for processing in 1994/95. As a result, Mexico's orange juice production in 1994/95 increased to 73,000 tons, more than double the amount produced in the 1993/94 season.

About 10 to 15 percent of Mexico's orange crop is utilized for processing, with most of the remainder directed to the fresh domestic market. Because of expected lower supplies, Mexico's orange juice exports in 1995/96 are forecast at 49,000 tons, down 28 percent from shipments in 1994/95. Mexico filled the U.S. orange juice tariff rate quota under NAFTA for 1995 and is expected to fill the 1996 quota. The United States is the main market for Mexican FCOJ, with Japan and European countries also becoming major customers. In 1995, exports to the United States are estimated at 40,000 to 45,000 tons compared with 33,000 tons shipped in 1994. Exports to other destinations (primarily to the EU) are estimated at 27,000 tons compared with less than 6,000 tons shipped in 1994.

Under NAFTA, Mexico has access to the United States market for 40 million gallons of FCOJ, single strength equivalent (or 28,452 tons, 65 degrees brix) at 50 percent of the most-favored-nation (MFN) applied tariff (the 1996 MFN tariff is 8.78 cents per liter, single strength

equivalent). Any FCOJ exports to the United States above the quota are subject to the current MFN rate. The tariff-rate quota will be phased out in 15 years. However, during the first 9 years of the phase-in period, the tariff for over-quota imports could be increased to the level charged for other countries if U.S. monthly average FCOJ prices fall below the 5 year average and if U.S. annual FCOJ imports from Mexico exceed 70 million gallons. The higher MFN duty will apply in years 10-15 of the phase-in period if imports from Mexico exceed 90 million gallons. The Mexican government allocates the quota among most of the producing companies. When a company cannot cover the designated quota, the Mexican government will re-allocate the share to other companies with more possibilities of exporting FCOJ to the United States. The U.S. Customs Service requires Export Quota Certificates from companies in Mexico exporting orange juice to the United States at the within-quota duty.

Spain

Spain's orange juice production in 1995/96 is forecast at the 1994/95 level. Higher juice yields are expected to more than offset a likely decline in fruit deliveries this season. Oranges used in Spain to produce juice are mainly those that cannot be marketed for fresh consumption. Most orange processing plants in Spain are located in the Valencia region.

Spanish orange juice exports in 1995/96 are also forecast to remain at the 1994/95 level. The bulk of orange juice exports are expected to go to traditional export markets in the EU, such as France, Germany, and the United Kingdom. Orange juice exports are not eligible for EU subsidies. Strong competition from Brazil and other key producing Mediterranean countries represent the principal obstacles to the expansion of Spanish citrus juice exports to third countries.

Brazil dominates the Spanish market for imported orange juice, mainly in the form of unsweetened concentrates, which are blended with domestic products to improve their quality and reduce costs. Tetra-pack containers, jars, and tin cans are the principal containers used in marketing orange juice in Spain.

Israel

Israel's orange juice production in 1995/96 is forecast at 20,000 tons, nearly 40 percent above the previous season's output. More oranges are expected to be delivered to processors, the result of a larger orange crop forecast this season. Orange juice exports in 1995/96 are forecast at 19,000 tons, up 14 percent from shipments in 1994/95, due to the expected higher orange juice output.

Italy

Orange juice production in Italy in 1995/96 is expected to increase 13 percent to 34,628 tons, as a larger orange crop will likely increase the amount of oranges to be delivered to processors. Italy's citrus juice industry produces juice mainly in response to EU processing subsidies rather than in response to consumer demand. Exports of orange juice are forecast to increase 17 percent to 21,546 tons, based on larger orange juice supplies and continued devaluation of the Italian lira.

Greece

Greek orange juice production in 1995/96 is forecast at 9,550 metric tons, 19 percent below the 1994/95 output. Less oranges are expected to be processed in 1995/96 due mainly to anticipated increased competition from Brazilian FCOJ supplies. Production of concentrated orange juice in Greece encounters strong competition from imported frozen Brazilian product. However, imports of Brazilian FCOJ have decreased slightly in the last few years, due to improved quality of the Greek product. In 1994/95, Greece processed a record 224,000 tons of oranges, primarily the result of reduced Brazilian supplies in world markets. Greek orange juice exports, which are mainly destined to Eastern Europe, are forecast at 3,500 tons in 1995/96, unchanged from last season's shipments. Imports of orange juice into Greece are also forecast to remain at the 1994/95 level,

the result of relatively high carry-in stocks and likely stable domestic demand.

Morocco

Moroccan orange juice production is forecast to increase sharply (323 percent) to 14,600 tons in 1995/96. Processing of Clementines will likely increase significantly in 1995/96 because of the smaller fruit size and a likely drop in Clementine prices in the local market. Oranges for processing decreased considerably in 1994/95 due to the smaller crop. Consequently, FRUMAT, the major citrus processor in Morocco, operated at about 12 percent of its total capacity last season. In Morocco, the fresh export market absorbs the best quality fruit and usually provides a higher return to producers. Processing is considered the least desirable outlet as it provides the lowest return.

Orange juice exports in 1995/96 are forecast at 8,000 tons, up 23 percent from last season's shipments, due to the expected increase in production. Morocco's orange juice is normally exported to the EU, mainly France and Germany.

Turkey

Turkish orange juice production in 1995/96 is forecast at 9,300 tons, down 2 percent from the 1994/95 output of 9,500 tons, based on the expected smaller orange crop. In Turkey, about 10 percent of total orange production is processed into juice. Most of the processed juice is used for frozen concentrate, with a small portion consumed fresh. Orange juice exports in 1995/96 are forecast to decrease slightly to 2,000 tons.

Major Importing Countries

Germany

Imports of orange juice in 1996 are forecast to increase 2 percent to 240,000 tons, based on expected increased domestic consumption. Brazil is the most important supplier of orange juice to Germany, accounting for about 75 to 80 percent of total imports. The Netherlands and the United States are important suppliers accounting for 8 and 4 percent of the German orange juice market, respectively.

Japan

Japan's imports of orange juice in 1995/96 are forecast slightly above imports in 1994/95. Japan's imports of orange juice have increased significantly since the removal of import quotas in April, 1992. However, the market has failed to live up to the expectations of U.S. and Brazilian exporters. Japanese consumers drink only about one-quarter as much orange juice as their American counterparts, and well less than one-half as much as West Europeans. Brazil continues to be the major supplier accounting for about 80 percent of total Japanese imports of orange juice. The United States ranks second with a 20 percent share. A Brazilian bulk orange juice storage terminal, inaugurated in 1993, has been operating at less than capacity. Japanese importers have found it more economical to receive FCOJ imports in 200 liter drums.

Japanese imports of single strength orange juice (SSOJ), although small compared to FCOJ, have increased significantly in recent years, but still account for a small share of total imports. A stronger yen has encouraged Japanese juice traders to import more canned or bottled SSOJ, products that are now at much less of a price disadvantage versus FCOJ prices. Imports of SSOJ are expected to continue strong as consumers show a growing preference for more natural and fresh orange juice taste. The United States supplies the vast majority of Japan's imports of SSOJ.

Korea

Korean orange juice imports in 1995/96 are forecast at 58,000 tons, up 3 percent from last season's imports, and slightly above the minimum CY 1996 quota of 55,000 tons. Lower carry-in stocks and increasing consumption are the reasons for likely higher imports. Brazil and the United States are the only suppliers of orange

juice to Korea, accounting for 80 and 20 percent, respectively, of total Korean imports in 1994/95. However, the 1994/95 U.S. market share represents a decline from a 24 percent share reached in 1993/94. As local processors continue to look for lower juice prices, the U.S. product will continue to face stiff competition from other fruit juices. Under its Uruguay Round commitments, Korea will provide access to a 55,000 ton tariff rate quota (TRQ) in 1996 and 30,000 ton TRQ in January through June, 1997. Korean orange juice imports will be liberalized by July 1, 1997 with a bound 60 percent import duty, the only remaining barrier.

Major Producers in The Southern Hemisphere

It is too early to make reliable forecasts for Southern Hemisphere countries in 1995/96 (1996 harvest).

Brazil

Brazil's 1994/95 orange juice production estimate (marketed in 1995/96) was revised down 2 percent to 986,000 tons. Fewer oranges are expected to be processed because of a slightly lower orange crop and more fruit expected to be directed to the fresh domestic market. The 1994/95 Brazilian processing season (harvested in 1995) was extended, due to a two month delayed orange crop caused by last year's drought. Brazil's processing season is normally completed by early January.

The industry strategy to produce only FCOJ to meet market needs is leaving more fruit for the fresh domestic market. Moreover, Brazilian fresh orange consumption is increasing, due to low prices, increased availability of "fresh squeezed" juices in local stores, and increased production of not-from-concentrate juice.

Brazilian orange juice exports in 1994/95 are revised up slightly to 986,000 tons based on increased demand from the European Union and higher carry-in stocks. However, Brazilian FCOJ exports to the United States decreased dramatically in 1995 because of increased supplies in Florida and more U.S. orange juice imports from Mexico.

Argentina

Argentina's orange juice production in 1994/95 is revised up 6 percent to 13,200 tons, as more oranges will be processed than earlier estimated. The increased processing of oranges in Argentina is due to increasing demand for orange juice in the domestic market. Orange juice consumption has increased from 1,957 tons in 1990/91 to an estimated 14,000 tons in 1994/95. This situation has caused Argentine orange juice exports to decrease as well, while imports continue to increase.

South Africa

Orange juice production in South Africa in 1994/95 was also revised up to 12,778 tons from 10,310 estimated in August. A larger 1994/95 orange crop combined with increasing domestic demand for orange juice are expected to direct more oranges for processing. Orange juice exports in 1994/95 are now estimated at 4,750 tons, up 14 percent from the August forecast, based on higher supplies and increased demand from the United Kingdom, South Africa's major customer.

Table 1
ORANGE JUICE: SUPPLY & UTILIZATION, MAJOR PRODUCING COUNTRIES IN NORTHERN HEMISPHERE
METRIC TONS, 65 DEGREES BRIX 1/

Country/Year 2/	Begin. Stocks	Production	Imports	Exports	Consumption	Ending Stocks
Greece 3/						
1990/91	5,493	10,660	7,264	11,804	5,811	5,802
1991/92	5,802	10,351	5,993	7,264	9,682	5,200
1992/93	5,200	11,800	7,969	2,798	14,071	8,100
1993/94	8,100	7,960	7,217	2,994	14,500	5,783
1994/95	5,783	11,800	5,500	3,500	15,000	4,583
1995/96 F	4,583	9,550	5,500	3,500	15,000	1,133
Israel 4/ 5/						
1990/91	3,692	35,443	7,384	36,920	6,461	3,138
1991/92	3,138	23,998	4,615	21,044	10,153	554
1992/93	554	19,014	7,384	20,306	5,538	1,108
1993/94	1,108	16,799	7,384	16,614	7,384	1,292
1994/95	1,292	14,399	7,384	16,614	5,538	923
1995/96 F	923	20,000	5,000	19,000	5,500	1,423
Italy 6/						
1990/91	38,013	30,011	3,461	27,394	20,007	24,084
1991/92	24,084	49,248	3,009	26,317	20,315	29,709
1992/93	29,709	38,475	2,924	16,006	20,782	34,320
1993/94	34,320	34,628	3,386	18,006	21,545	32,782
1994/95	32,782	30,780	3,385	18,468	22,316	26,164
1995/96 F	26,164	34,628	3,385	21,546	22,777	19,853
Mexico 6/						
1990/91	0	39,000	0	37,200	1,800	0
1991/92	0	14,000	0	7,000	2,000	5,000
1992/93	5,000	25,000	0	23,000	2,000	5,000
1993/94	5,000	36,000	0	39,000	2,000	0
1994/95	0	73,000	0	68,000	2,000	3,000
1995/96 F	3,000	50,000	0	49,000	2,000	2,000
Morocco 5/						
1990/91	6,389	14,690	0	15,000	3,132	2,947
1991/92	2,947	6,713	0	5,806	2,567	1,287
1992/93	1,287	9,063	0	3,793	1,913	4,644
1993/94	4,644	20,949	0	12,135	3,500	9,958
1994/95	9,958	3,450	0	6,500	4,550	2,358
1995/96 F	2,358	14,600	0	8,000	5,658	3,300

Table 1 (continued)
ORANGE JUICE: SUPPLY & UTILIZATION, MAJOR PRODUCING COUNTRIES IN NORTHERN HEMISPHERE
METRIC TONS, 65 DEGREES BRIX 1/

Country/Year	Begin. Stocks	Production	Imports	Exports	Consumption	Ending Stocks
Spain 7/						
1990/91	1,000	20,000	19,000	27,000	13,000	0
1991/92	0	33,000	20,000	39,000	10,000	4,000
1992/93	4,000	24,000	20,000	39,000	9,000	0
1993/94	0	25,000	20,000	35,000	10,000	0
1994/95	0	30,000	17,000	36,000	11,000	0
1995/96 F	0	30,000	18,000	36,000	12,000	0
Turkey 5/						
1990/91	1,000	7,350	0	104	6,246	2,000
1991/92	2,000	8,300	215	434	8,081	2,000
1992/93	2,000	8,200	1,000	250	8,950	2,000
1993/94	2,000	8,400	2,259	857	9,202	2,600
1994/95	2,600	9,500	1,300	2,100	9,000	2,300
1995/96 F	2,300	9,300	1,600	2,000	9,200	2,000
United States 8/						
1990/91	160,047	623,267	232,722	68,590	835,288	112,158
1991/92	112,158	661,495	203,465	76,571	780,129	120,418
1992/93	120,418	858,537	231,969	81,153	954,218	175,553
1993/94	175,553	800,211	287,884	75,345	996,676	191,627
1994/95	191,627	911,495	140,000	85,000	1,015,000	143,122
1995/96 F	143,122	890,000	185,000	95,000	975,000	148,122
TOTAL						
1990/91	215,635	780,421	269,831	224,012	891,745	150,129
1991/92	150,129	807,105	237,297	183,436	842,927	168,167
1992/93	168,167	994,089	271,246	186,306	1,016,472	230,724
1993/94	230,724	949,946	328,130	199,951	1,064,807	244,042
1994/95	244,042	1,084,424	174,569	236,182	1,084,404	182,450
1995/96 F	182,450	1,058,078	218,485	234,046	1,047,135	177,831

1/ Includes all processed orange juice whether or not concentrated. One metric ton of 65 degrees brix equals 344.8 gallons at 42 degrees brix and 1,405.88 gallons at single strength equivalent.
2/ Year refers to marketing period which usually begins in the fall of the Northern Hemisphere and corresponds to the harvesting and marketing period for fresh citrus.
3/ Marketing season begins September 1 of first year shown.
4/ Includes orange juice processed from oranges in Gaza.
5/ Marketing season begins October 1 of first year shown.
6/ Marketing season begins January 1 of second year shown.
7/ Marketing season begins November 1 of first year shown.
8/ Marketing season begins December 1 of first year shown
F/ Forecast
Source: National Agricultural Statistics Service and U.S. Department of Commerce, Bureau of Census. Florida Department of Citrus. Reports from U.S. Agricultural Counselors and Attaches and/or FAS/USDA estimates.

Table 2
ORANGE JUICE: SUPPLY & UTILIZATION
SELECTED IMPORTING COUNTRIES
METRIC TONS, 65 DEGREES BRIX 1/

Country/Year 2/	Begin. Stocks	Production	Imports 3/	Exports 4/	Consumption	Ending Stocks
Canada 5/						
1990/91	0	0	78,000	160	77,840	0
1991/92	0	0	67,678	150	67,528	0
1992/93	0	0	66,382	150	66,232	0
1993/94	0	0	74,999	150	74,849	0
1994/95	0	0	70,000	150	69,850	0
1995/96 F	0	0	75,000	150	74,850	0
Germany 5/						
1990/91	0	0	243,594	27,911	215,683	0
1991/92	0	0	263,093	31,222	231,871	0
1992/93	0	0	229,379	37,420	191,959	0
1993/94	0	0	232,968	40,201	192,767	0
1994/95	0	0	235,000	40,000	195,000	0
1995/96 F	0	0	240,000	35,000	200,000	0
Japan 6/ 7/						
1990/91	3,000	200	32,300	0	31,500	4,000
1991/92	4,000	150	56,140	0	56,540	3,750
1992/93	3,750	150	70,460	0	66,360	8,000
1993/94	8,000	150	110,150	0	108,300	10,000
1994/95	10,000	150	119,400	0	119,550	10,000
1995/96 F	10,000	150	123,000	0	128,150	5,000
Korea 6/						
1990/91	NA	NA	NA	NA	NA	NA
1991/92	15,591	7,940	46,012	0	58,323	11,220
1992/93	11,220	14,673	41,540	0	60,000	7,433
1993/94	7,433	7,402	56,130	0	66,118	4,847
1994/95	4,847	3,319	56,234	617	60,000	3,783
1995/96 F	3,783	7,776	58,000	0	64,000	5,559
TOTAL						
1990/91	NA	NA	NA	NA	NA	NA
1991/92	19,591	8,090	432,923	31,372	414,262	14,970
1992/93	14,970	14,823	407,761	37,570	384,551	15,433
1993/94	15,433	7,552	474,247	40,351	442,034	14,847
1994/95	14,847	3,469	480,634	40,767	444,400	13,783
1995/96 F	13,783	7,926	496,000	35,150	467,000	10,559

1/ Includes all processed orange juice whether or not concentrated. One metric ton of 65 degrees brix equals 344.8 gallons at 42 degrees brix and 1,405.88 gallons at single strength equivalent. 2/ Marketing year indicated is for aggregation purposes with countries from the Northern Hemisphere corresponding to the harvesting and marketing period for fresh citrus. 3/ Includes Intra-EU trade and transhipment, particularly from the Netherlands to Germany. 4/ Re-exports including Intra-EU trade. Includes re-exports from Canada to the United States (based on United States imports using Bureau of Census data. 5/ Marketing year begins January 1 of second year shown. 6/ Marketing year begins October of first year shown. 7/ Does not include tangerine juice of which Japan annually produces and consumes 23,000 to 30,000 tons of 65 degrees brix. F/ Forecast
Source: National Agricultural Statistics Service and U.S. Department of Commerce, Bureau of Census. Florida Department of Citrus. Reports from U.S. Agricultural Counselors and Attaches and/or FAS/USDA estimates.

Table 3
ORANGE JUICE: SUPPLY & UTILIZATION, MAJOR PRODUCING COUNTRIES IN SOUTHERN HEMISPHERE
METRIC TONS, 65 DEGREES BRIX 1/

Country/Year 2/	Begin. Stocks	Production	Imports	Exports	Consumption	Ending Stocks
Argentina 3/						
1990/91	400	11,000	0	9,443	1,957	0
1991/92	0	12,000	450	7,900	4,550	0
1992/93	0	12,000	1,008	4,322	8,686	0
1993/94	0	12,500	2,000	890	13,610	0
1994/95	0	13,200	2,600	1,000	14,800	0
1995/96	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**
Australia 4/						
1990/91	7,787	21,468	14,284	988	27,669	14,882
1991/92	14,882	29,253	6,975	998	32,803	17,309
1992/93	17,309	24,742	11,178	1,174	34,684	17,371
1993/94	17,371	24,596	13,678	1,006	35,661	18,978
1994/95	18,978	17,683	11,724	1,172	36,149	11,064
1995/96	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**
Brazil 4/ 5/						
1990/91	126,000	949,000	0	989,000	18,000	68,000
1991/92	68,000	1,145,000	0	1,090,000	18,000	105,000
1992/93	105,000	1,118,000	0	1,100,000	18,000	105,000
1993/94	105,000	1,126,000	0	1,054,000	22,000	155,000
1994/95	155,000	986,000	0	986,000	22,000	133,000
1995/96	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**
South Africa 6/						
1990/91	0	12,414	77	4,564	7,927	0
1991/92	0	13,730	384	1,202	7,523	5,389
1992/93	5,389	13,475	17	4,232	9,700	4,949
1993/94	4,949	12,774	0	4,541	9,900	3,282
1994/95	3,282	12,778	0	4,750	10,100	1,210
1995/96	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**
TOTAL						
1990/91	134,187	993,882	14,360	1,003,995	55,552	82,882
1991/92	82,882	1,199,983	7,809	1,100,100	62,876	127,698
1992/93	127,698	1,168,217	12,203	1,109,728	71,070	127,320
1993/94	127,320	1,175,870	15,678	1,060,437	81,171	177,260
1994/95	177,260	1,029,661	14,324	992,922	83,049	145,274
1995/96	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**

1/ Includes all processed orange juice whether or not concentrated. One metric ton of 65 degrees brix equals 344.8 gallons at 42 degrees brix and 1,405.88 gallons at single strength equivalent.
2/ Marketing year indicated is for aggregation purposes with countries from the Northern Hemisphere corresponding to the harvesting and marketing period for fresh citrus. For the Southern Hemisphere, orange harvest occurs entirely during the second year shown. 3/ Marketing season begins January 1 of second year shown. 4/ Marketing season begins July 1 of second year shown. 5/ Includes small quantities of tangerine juice. 6/ Marketing season begins February 1 of second year shown. Source: National Agricultural Statistics Service and U.S. Department of Commerce, Bureau of Census. Florida Department of Citrus. Reports from U.S. Agricultural Counselors and Attaches and/or FAS/USDA estimates.

Table 4
U.S. EXPORTS OF ORANGE JUICE
MARKETING YEARS 1990/91-1994/95 [1/]
Metric Tons, 65 Degrees Brix

Destination	1990/91	1991/92	1992/93	1993/94	1994/95 (December-October)
North America					
Canada	31,292	30,013	27,610	18,354	21,141
Mexico	147	374	241	392	170
Subtotal	31,439	30,388	27,852	18,746	21,312
The European Union (EU)					
France	6,674	9,619	9,577	7,849	7,661
Belgium/Luxembourg	1,094	1,032	4,601	6,610	7,789
Netherlands	709	423	4,255	4,648	12,984
United Kingdom	525	2,311	3,131	4,357	4,153
Greece	2,462	2,848	2,045	457	271
Germany	1,179	563	731	558	750
Sweden	778	793	1,385	915	765
Other	378	791	676	1,609	239
Subtotal	13,799	18,380	26,401	27,003	34,612
Other Western Europe					
Norway	1,637	2,060	2,589	2,060	1,261
Other	877	1,016	922	546	
Subtotal	2,216	2,791	3,226	2,396	1,679
Southeastern Asia					
Japan	8,106	11,925	7,773	13,801	4,420
South Korea	4,390	3,821	6,058	4,950	3,651
Hong Kong	2,331	2,282	2,407	1,496	2,368
Taiwan	1,852	2,197	2,144	1,822	1,630
Other	1,696	1,593	1,106	797	1,389
Subtotal	18,375	21,818	19,488	22,866	13,458
Other Countries	2,761	3,195	4,188	4,344	7,731
Grand Total	68,590	76,571	81,153	75,345	78,792

1/ Marketing season begins December of first year shown. Complete data for 1994/95 is yet not available (only from December through October).

Canned Sweet Corn Situation in Selected Countries

U.S. sweet corn production is estimated at 3.0 million metric tons in 1995, 11 percent below the record crop produced in 1994. The smaller crop is expected to boost U.S. prices for processed sweet corn products through the first half of 1996. The 1995 U.S. canned pack is estimated at 629,000 tons, down 19 percent from 1994, while the frozen pack estimated at 396,000 tons, about the same as the previous year. On the bright side, U.S. canned and fresh sweet corn exports rose significantly in calendar year 1995. A sharp rise in canned sweet corn exports to the European Union and dramatic gains to Korea and the Philippines are the reasons for the higher forecasts.

United States

Sweet corn production down

Production of sweet corn for processing in the United States in calendar year 1995 is estimated at 3.0 million metric tons, down 11 percent from the 1994 record level, but up 22 percent from the flood-impacted low of 1993. The decline in production was due mainly to a 6 percent drop in contract area harvested to 195,836 hectares (483,910 acres) from 1994. Hot and dry weather were the other contributing factors for lower production, causing per-acre yields to drop to 6.2 metric tons per acre from 6.6 tons in 1994. Because of the regional differences, the decline in production is expected to fall more heavily on the canned sweet corn pack with the frozen pack changing much less when compared with 1994.

With strong per acre yields in 1995, Washington state produced an estimated record crop of 747,247 metric tons to lead the nation in the production of sweet corn for processing. In Wisconsin, the nation's usual leader in sweet corn production for processing, hot weather increased acreage abandonment and cut average yields by 18 percent compared to 1994. Excessive heat reduced yield prospects in Minnesota and New York, and accelerated crop development in New Jersey. In Delaware, the crop was planted early and escaped much of the stress caused by excessive heat. Yields in Delaware were reported to be good at harvest time.

U.S. canned sweet corn production in 1995 is estimated at 628,756 metric tons, down 19 percent from 1994, but up 17 percent from the flood impacted level of 1993. Production of sweet corn for freezing for 1995 is estimated at 396,492 metric tons, nearly unchanged from 1994's level.

Sweet corn exports up

During the first 10 months of 1995, U.S. exports of canned sweet corn totaled 134,000 metric tons valued at $110 million, up 13 percent in volume and 14 percent in value from the same period in 1994.

United States: Production of Sweet Corn for Processing, Farm Weight
(Metric Tons)

States	1993	1994	1995
Washington	532,822	600,109	747,247
Wisconsin	534,101	908,781	626,690
Minnesota	381,756	783,770	609,299
Oregon	351,556	391,772	410,351
New York	192,797	186,918	202,576
Indiana	152,499	131,861	112,401
Illinois	165,962	176,395	121,682
Other States	157,152	205,171	185,403
Canning 1/	1,325,211	1,923,106	1,548,626
Freezing 2/	1,143,436	1,461,671	1,467,023
Total	**2,468,647**	**3,384,777**	**3,015,649**

Source: National Agricultural Statistical Service, USDA 1/ Farm weight data can be converted to net weight basis by using a factor of 2.463. 2/ Farm weight data can be converted to net weight basis by using a factor of 3.7.

Exports of frozen corn during the same period totaled 51,000 tons valued at $44 million, up 1 percent in volume, but down 3 percent in value. Exports of fresh sweet corn for the same period totaled 46,000 tons valued at $19 million, up 41 percent in volume and 28 percent in value from the previous year's level. Asia and the EU-15 accounted for the bulk of U.S. canned and frozen corn exports during this period, while Canada accounted for the major share of fresh corn exports.

U.S. exports of fresh, frozen and canned sweet corn in calendar year 1994 totaled 247,000 metric tons valued at $197 million, down 8 percent in volume and only 1 percent in value. Canned corn exports accounted for 60 percent of all shipments, followed by frozen corn with 26 percent, and fresh corn with 14 percent.

Japan remains number one market

Japan remained the number one market for canned corn exports, accounting for 37 percent of the total volume shipped in calendar year 1994. Other important markets included Taiwan, Canada, Hong Kong, Korea, United Kingdom, Mexico, and other Western European countries.

Exports of fresh corn increased dramatically in 1994, up 66 percent from 1993's level, due mainly to increased shipments to Mexico. For the first time in two years, exports of frozen sweet corn in 1994 registered a moderate increase of 3 percent above the previous year. Increased shipments to Taiwan, Hong Kong and Canada were responsible for this modest gain.

U.S. canned corn imports up

U.S. imports of fresh, frozen, and canned sweet corn in calendar year 1994 totaled 29,666 tons valued at $22 million, up 54 percent in volume and 69 percent in value. Frozen corn pack accounted for 51 percent of U.S. sweet corn imports, followed by canned corn with 33 percent and fresh corn with 16 percent. Canada continued to be the major supplier of frozen corn pack, while Thailand and Mexico were the primary suppliers of canned and fresh corn, respectively.

On the canning side, prices bottomed out in the second half of 1995 and have steadily moved upward since. For example, the average wholesale cut sweet corn prices, which were down in the second quarter to $6.88 per case for 24/300's and $11.08 per case for 6/10's, began to move upward in the third quarter to $7.18 per case of 24/300's, and to $11.73 per case of 6/10's. With the smaller crop in the Lake States, smaller supplies and continued price strength are expected through the first half of 1996.

U.S. canned sweet corn exports to the EU get relief

On July 1, 1995, the EU began assessing its import duty on canned sweet corn on a gross weight basis, as opposed to drained weight, according to the USEU office in Brussels. This shift in policy resulted in a significant increase in the tariff assessment, with duty being charged on approximately 55 grams of water per can, or nearly one metric ton per container. Before July 1, the EU tariff schedule contained a footnote specifying that the duty was to be applied on a drained weight basis. However, the new Uruguay Round schedule did not contain a similar instruction. Compounding the problem, bilateral trade agreements between the EU and Hungary and Switzerland allowed the duty to be assessed on the product's drained weight. This disparate policy reportedly provided Hungarian product a 65 percent price advantage compared to the U.S. canned sweet corn.

In December 1995, the EU Commission amended EU Regulation 1359/95, in response to a United States Government demarche, to allow the applicable duty on canned sweet corn to be assessed on the product's drained weight, as it was prior to July 1, 1995.

France

France is the world's third largest producer of canned sweet corn. In marketing year 1995, production of sweet corn is estimated at 106,110 tons net weight, compared to the revised 99,470 tons net weight produced in 1994.

According to the French Canners Federation (CFC), and the French Corn Producers Association (AGPM), France is the leading European producer of canned sweet corn, with Italy trailing at a distinct second. French sweet corn production annually accounts for about 85 percent of the total EU crop. Also, French sweet corn production is usually about four times as large as the Italian crop.

France produces three types of sweet corn

The production of sweet corn in France is mainly for canning, while the production of fresh and frozen sweet corn products is still relatively minor.

The principal production area for **canned** sweet corn is located in Aquitaine, the southwestern region of the country. The bulk of French farmers producing sweet corn are members of cooperatives. The six major corn canners are Avril, Bonduelle, Cecab (which belongs to Daucy), Geant Vert, Lomco, and Ardovries, a Belgian company which entered the market in 1994. **Fresh** corn production in France is still not very competitive, because production is very seasonal and composed mostly of small producers. As a result, fresh sweet corn production in France is marginal. The AGPM estimates that the area planted to sweet corn for fresh consumption in 1995 is estimated to be about the same as the 1994 level of 400 hectares. The production of **frozen** sweet corn in 1994 totaled 15,000 tons, up 11 percent from 1993. French production of frozen corn accounted for 50 and 59 percent of the European Union's sweet corn production in 1994 and 1993, respectively, while Spain produced the rest.

French harvest season

The harvesting season for sweet corn in France is from mid-July to early September. Most sweet corn producers also grow corn for animal feed, and therefore use the same machinery and similar techniques for both cultivations. The bulk of sweet corn farms use irrigation.

Per capita consumption situation

French per capita consumption of sweet corn is currently estimated at 800 grams, and includes mainly canned shelled corn. In comparison to the United States, per capita consumption in France is still far below the United States per capita consumption of sweet corn estimated at 2.5 kilograms per year, including corn-on-the-cob, canned, frozen, or fresh whole kernel.

According to SECODIP (Consumer Survey Agency), the French consumption of canned corn is currently increasing, due to a rising number of consumers consisting mostly of young people between the ages of 20 to 30 years old. Over 66 percent of the annual consumption of sweet corn occurs over the harvest season from July to September. This seasonality in French consumption of canned sweet corn is due to the fact that this product is mainly consumed cold, in salads, and is, therefore, considered as a summer meal. In the United States canned sweet corn is consumed mostly warm. It is estimated that total French consumption of canned vegetables and sweet corn is broken down into roughly 80 percent household consumption and 20 percent institutional use.

In France, the bulk of canned sweet corn is sold in supermarkets, packaged in metal cans, with small amounts packaged and sold in glass jars.

Trade outlook

France has been a net exporter of canned sweet corn since 1989. In calendar year 1995, French exports of canned sweet corn are estimated at 75,000 tons, compared to 67,246 tons exported in 1994. Exports by country of destination for 1995 are not available. In 1994, canned corn exports increased 20 percent above the 1993 level, primarily due to larger shipments to Germany, France's primary export market, and to Japan--ranking seventh in exports.

Traditionally, France is not a large importer of canned sweet corn. In 1995, French imports are estimated at 4,000 metric tons. French imports of canned sweet corn in 1994 totaled 5,154 metric tons, down 17 percent from 1993. The United States and Canada were France's major suppliers in 1994, accounting for 31 and 22 percent of total imports, respectively. In 1994, French imports from Hungary decreased dramatically to 210 tons from 2,435 tons in 1993. This steep drop in imports was due to the fact that the French company, Bonduelle, which opened a factory in Hungary in 1991, changed its export strategy to target other EU countries as market opportunities in addition to France. Imports from Hungary were mainly replaced by imports from Thailand and Italy.

Import regulations

There are no import restrictions for canned sweet corn in France, but the product must be free of L. tryptophane amino-acid labels for canned food products packed in liquid must indicate the net product weight, as well as the drained weight in metric units. Also, imports of canned sweet corn into France are subject to a customs duty of 7.5 percent ad valorem, plus a variable levy amounting to 13.8 ECU per 100 kilograms, net weight.

As a result of the Uruguay Round Negotiations, custom duties and levies have decreased for imports of canned sweet corn from third countries. If the product is preserved with corn oil, there is a tax levied on the oil in addition to the customs duty, which amounts to 0.826 French francs per net kilogram of finished product. All domestically produced and imported canned corn products are subject to the French value added tax of 5.5 percent.

Although processed as a vegetable, sweet corn is grown like a cereal and therefore the same EU regulations apply as for any other grain. CAP Reform mandated a decrease in internal support (intervention) prices for corn, but also introduced a system of direct payments as compensation.

United Kingdom

The United Kingdom is not a producer of canned sweet corn, although small amounts of fresh sweet corn are grown and consumed on the cob.

The United Kingdom imports all of its canned sweet corn needs and has a well developed and stable market with limited growth potential.

U.K. sweet corn demand down

The canned sweet corn market in the United Kingdom has shown a marginal decline over the last two years to less than 35,000 metric tons in calendar year 1995, after reaching a peak of around 37,000 tons in 1992. This decline is a result of the gradual increase in consumption of fresh vegetables and canned corn mixed with other vegetables such as sweet peppers.

The major market trend for consumers over the past several years has occurred in varietal demand. Naturally-sweet varieties have become more and more popular, as consumers have moved away from product with added salt and sugar. This continues to be due to increased dietary concerns.

Canned corn in the United Kingdom is normally sold at retail in two can sizes, 198 grams and 330 grams. Industry sources feel that can sizes are likely to decrease given the increased number of single-person households and the marketing strategy of reducing the individual pack price.

Distribution channels

The distribution of canned sweet corn continues to be divided between the food service industry (30 percent of the market) and retail outlets (70 percent). At the retail level, the market is led by own-label product, which is priced beneath its branded competition. The supermarkets seek to establish prices in advance and allow profit margins to fluctuate in response to changes in import/wholesale prices.

The average U.K. import prices for canned sweet corn in December 1994 from the United States, Canada and Israel was 680, 834, and 777 pounds sterling per metric ton, cif, respectively. The average sweet corn import price from France (duty free) for 1994 was 950 pounds sterling, down 4 percent from 1993.

U.K. supermarkets prefer traditional sweet corn imports

Although import prices may fluctuate due to exchange rate movements and product availability, the retail price tends to be unaffected. Supermarkets prefer sweet corn from the United States, Canada and France, even though prices are higher than those from other competitors, because of the higher quality.

Although, at present, supermarkets prefer to source canned corn from traditional/established suppliers, the standards in other countries such as Thailand are improving. Also, trade sources reveal that the length of time required for U.S. shipments of canned corn to reach the United Kingdom reduces competitiveness.

Given the nature of the United Kingdom's market, market development activities are concentrated on valued added product, i.e., mixes of canned sweet corn with other vegetables, etc. New product lines are often developed in cooperation between canners and importers, with retailers test marketing the new products.

According to industry sources, wholesale prices in the United Kingdom, which are not published,

tend, on average, to be 50 percent higher than import price levels. The wholesale price includes import duties/levels, landing charges, distribution charges plus the trader's margin.

Low cost sweet corn sales benefit over most generic sales in U.K.

Marketing efforts for canned corn are limited and are usually initiated by the importers and/or supermarkets rather than by the supplying country. U.K. supermarkets presently promote canned corn three or four times during the year by using discounted price promotions. Traders' anecdotal evidence suggests temporary sales increases during discounting, with no long term growth in demand. Generic country promotions may increase country share but total demand is unlikely to be affected. Branded promotions increase product awareness and total canned corn sales, but since many consumers purchase only on price, the lowest cost product benefits most. Unlike many other vegetables, which have peak demand periods, for instance Christmas, Easter, etc., the demand for canned sweet corn is generally constant throughout the year.

Canned sweet corn preferred over frozen sweet corn

Due to the large differential between canned and frozen sweet corn, there is limited competition between these two products. As well as being far cheaper, canned sweet corn has the advantage of smaller pack sizes. Sweet corn, which has a greater quality appeal, has gained market share in the canned vegetable market at the expense of other vegetables, primarily the traditional market leader, canned peas.

Food Safety Act and EU Labeling Legislation governs canned corn sales

Canned sweet corn is governed by the 1990 Food Safety Act which regulates all trading of food in the United Kingdom. This act deals with both food safety and consumer protection. In accordance with this act, it is an offense to sell food which does not comply with the food safety requirement. All parties involved in the food distribution chain are subject to the act.

Packaging must adhere to EU labeling legislation. Canned corn produced as "own-label" brands will have labeling which adheres to this legislation as the labels are designed by the UK supermarkets. U.S. brands must ensure that appropriate labeling is used.

Imports of canned sweet corn from the United States are subject to an import duty of 7.5 percent ad valorem, plus a variable charge of 11.4102 pounds sterling per 100 kilograms effective as of September 25, 1995, tariff code 200580000.

Germany

Although small amounts of sweet corn are grown in Germany, the production of canned corn is virtually non-existent, and the supply is almost exclusively dependent upon imports.

In 1995, German imports of canned sweet corn are estimated at 50,000 metric tons, down 10 percent from 1994, but up 19 percent from 1993. Throughout the 1980's and early 1990's, the United States was the dominant supplier of canned sweet corn to Germany, supplying about one-third of the import volume. Since 1992, France has taken over as the number one supplier. In 1994, France's canned sweet corn shipments to Germany accounted for approximately 50 percent of the total volume, followed by Hungary, 17 percent; Italy, 11 percent; the United States, 10 percent and Thailand, 7 percent. Other smaller suppliers included Israel, Canada and the Netherlands.

German exports of canned corn are minimal. In 1994, Germany's exports totaled only 2,866

tons, with the intra-EU trade accounting for 84 percent of the total.

Germany: Canned Sweet Corn Imports, Metric Tons

Origin	1992	1993	1994
France	17,964	19,713	27,512
Italy	5,455	4,433	5,963
Hungary	5,538	4,344	9,269
United States	11,458	14,125	5,567
Thailand	2,594	1,727	3,714
Others	2,818	3,248	3,320
Total	45,827	46,590	55,345

Source: U.S. Agricultural Counselor, Germany.

Taiwan

Production of sweet corn in Taiwan is mostly for fresh consumption. According to local sources, farmers prefer to sell their corn fresh because it sells for a higher price than does corn slated for processing. The higher processing costs are due to high local labor costs and small quantities available for processing. For this reason, Taiwan processors and retailers rely heavily on canned sweet corn imports.

In 1994, canned sweet corn imports totaled 19,528 tons, up 29 percent from 1993. U.S. canned corn imports continue to dominate the Taiwanese market, because buyers and consumers remain loyal to U.S. canned corn product and are reluctant to try competitor's brands. Reportedly, U.S. and competitor's canned corn prices are all comparable.

U.S. frozen corn superior to competitor's

Although of superior quality, U.S. frozen sweet corn imports in Taiwan faced strong competition from Australia and New Zealand in 1994, because U.S. frozen corn prices were higher than those of its competitors.
In 1994, frozen corn imports totaled 5,854 tons, up 80 percent from 1993. U.S. frozen shipments to Taiwan in 1994 accounted for almost 50 percent of the total volume. Reportedly, frozen sweet corn imports from Australia and New Zealand will likely continue to be the primary competition for U.S. frozen corn in the near future.

Taiwan reduces import tariffs on canned corn

The import tariffs for over 240 agricultural items were reduced on July 18, 1995. Canned sweet corn was among the items which underwent a tariff reduction. The import duty on canned sweet corn was reduced from 20 percent on the cif price to 17.50 percent. The import duty on frozen sweet corn is 25 percent on the cif value.

Canada

Canada is the world's second largest producer of sweet corn. In 1994, sweet corn production in Canada totaled 347,473 metric tons on 32,006 hectares, up from 262,907 tons on 29,609 hectares in 1993. An average 1995 crop is estimated in all major production areas in Canada. The Province of Ontario annually accounts for about 60 percent of Canada's sweet corn production and area, followed by the Province of Quebec which accounts for about 30 percent.

Canada's exports of canned sweet corn up sharply

During the first eleven months of 1995, Canadian exports of canned sweet corn are estimated at 13,000 tons, up 27 percent from the same period in 1994. Traditionally, over 70 percent of Canada's canned sweet corn exports are destined for (in ranking order) the United Kingdom, the United States and Germany.

U.S. canned sweet corn exports to Canada down

Total Canadian imports of canned sweet corn in recent years have held steady at slightly over 5,000 metric tons. Based on eleven months of data, imports in 1995 will fell to about 4,800

tons from 5,200 tons in 1994. The United States and Taiwan are Canada's principal suppliers of canned corn. Since 1993, imports from Taiwan have shown a dramatic increase at the expense of U.S. market share. Imports from Taiwan rose from 35 percent of the total in 1993 to an estimated 57 percent during 1995, while imports from the United States over the same period declined from 63 percent of the total to an estimated 42 percent in 1995.

For further information, contact Emanuel McNeil at (202) 720-2083.

United States: Production, Supply and Utilization of Sweet Corn
(Metric tons)

Canned, Net Product Weight:	1992	1993	1994	1995 4/
Beginning Stocks	446,433	421,994	261,698	360,483
Production 1/	678,535	538,047	780,798	628,756
Imports 2/	7,322	7,205	9,712	10,500
Total Supply	1,132,290	967,246	1,052,208	999,739
Exports 2/	149,453	173,366	148,945	167,000
Ending Stocks	421,994	261,698	360,483	319,286
Domestic Utilization	560,843	532,182	542,780	513,453
Frozen, Net Product Weight:				
Beginning Stocks	213,558	222,459	168,358	220,154
Production 3/	345,567	309,034	395,046	404,559
Imports 2/	7,105	9,167	15,128	8,300
Total Supply	566,224	540,663	578,532	633,013
Exports 2/	62,171	62,307	64,395	64,000
Ending Stocks	222,459	168,358	220,154	234,841
Domestic Utilization	281,598	310,003	293,968	334,172
Fresh, Farm Weight:				
Beginning Stocks	0	0	0	0
Production	837,930	854,305	957,543	929,874
Imports 2/	5,164	2,909	4,826	6,500
Total Supply	843,094	857,214	962,369	936,374
Exports 2/	42,709	34,241	33,772	47,000
Ending Stocks	0	0	0	0
Domestic Utilization	800,385	822,973	928,597	889,374

Source: Economic Research Service, Vegetables and Specialties Report-November 1995. 1/ Converted from farm weight equivalent to net product weight by using a factor of 2.463. 2/ U.S. Department of Commerce, Bureau of the Census. 3/ Converted from farm weight equivalent to net weight by using a factor of 3.7. 4/ Imports and exports are FAS estimates.

United States: Exports of Fresh, Canned and Frozen Sweet Corn, Calendar Year
(Quantity in Metric tons and Value in $1,000)

Commodity/ Destination	1992 MT	1992 Value	1993 MT	1993 Value	1994 MT	1994 Value	1995 1/ MT	1995 1/ Value
Fresh:	**42,709**	**15,856**	**34,241**	**14,309**	**33,772**	**16,488**	**43,576**	**18,455**
Canada	38,182	13,803	32,010	13,117	29,089	12,466	32,197	12,637
Japan	351	267	66	52	2,650	2,508	7,944	3,779
United Kingdom	3,174	1,243	1,479	681	920	538	1,041	626
Mexico	412	231	199	109	161	120	36	25
Switzerland	327	151	315	167	214	245	148	224
Others	263	161	172	183	738	611	2,210	1,164
Canned:	**149,453**	**115,984**	**173,366**	**132,842**	**148,945**	**123,175**	**120,775**	**99,982**
Asia:	82,208	64,763	97,124	77,328	100,161	87,501	73,567	63,848
Japan	43,970	34,758	56,011	44,585	55,384	46,480	41,529	34,878
Taiwan	16,538	15,660	16,632	14,340	17,748	16,852	9,710	8,579
Hong Kong	12,841	7,062	14,013	9,017	13,070	10,640	8,748	7,273
Korea	3,515	3,509	5,661	5,721	8,046	8,546	8,757	8,992
United Kingdom	20,764	15,357	16,918	11,713	11,015	7,892	10,520	8,440
Netherlands	7,576	5,599	10,114	7,327	6,541	4,010	1,716	1,181
Germany	13,971	10,918	17,791	12,753	5,040	3,790	14,164	10,701
Mexico	2,618	1,951	3,815	3,029	5,520	4,098	2,003	1,417
Sweden	3,590	2,662	4,222	3,211	4,052	3,322	1,783	1,451
Canada	2,033	1,839	3,410	2,455	2,826	1,926	1,637	1,090
Norway	2,159	1,646	3,794	2,785	2,127	1,580	2,325	1,735
Others	14,534	11,249	16,178	12,241	11,663	9,056	13,060	10,119
Frozen:	**62,171**	**49,149**	**62,307**	**51,953**	**64,395**	**57,443**	**44,645**	**38,933**
Asia:	43,745	36,375	45,535	38,754	47,275	43,706	31,160	29,026
Japan	35,859	30,511	38,816	33,557	38,341	36,268	26,254	24,988
Taiwan	2,684	2,235	2,081	1,782	4,683	3,827	1,533	1,346
Hong Kong	4,239	2,965	4,235	3,108	3,545	3,162	2,729	2,153
Australia	5,070	3,761	6,202	4,786	3,434	2,766	2,209	1,801
Canada	3,085	2,225	2,117	1,530	3,619	2,927	2,805	2,236
Mexico	3,243	2,101	2,649	1,656	3,531	1,882	1,499	877
EU-15 2/	5,635	3,322	3,339	2,791	2,491	2,132	2,092	1,527
Others	1,393	1,365	2,465	2,436	4,045	4,030	4,880	3,466

Source: U.S. Department of Commerce, Bureau of the Census.
1/ January to September. 2/ Prior to 1994, data included EU-12.

United States: Imports of Fresh, Canned and Frozen Sweet Corn, Calendar Year
(Quantity in Metric tons and value in $1,000)

Commodity/ Origin	1992 MT	1992 Value	1993 MT	1993 Value	1994 MT	1994 Value	1995 1/ MT	1995 1/ Value
Fresh:	**5,164**	**1,679**	**2,909**	**1,345**	**4,826**	**2,590**	**5,247**	**2,823**
Mexico	4,285	1,583	2,649	1,243	4,045	2,141	4,225	2,404
Canada	879	96	245	81	184	103	786	191
Costa Rica	0	0	10	20	592	337	217	214
Others	0	0	5	1	5	9	19	14
Canned:	**7,322**	**6,192**	**7,205**	**5,697**	**9,712**	**7,633**	**8,179**	**6,958**
Thailand	6,887	5,881	6,099	4,952	5,648	4,750	5,788	5,004
Mexico	58	33	285	251	16	12	0	0
Canada	152	79	563	309	2,958	2,210	2,174	1,757
Indonesia	176	101	258	174	82	73	188	154
Australia	0	0	0	0	454	258	0	0
New Zealand	0	0	0	0	496	260	0	0
Others	49	98	0	11	58	70	29	43
Frozen:	**7,105**	**4,914**	**9,167**	**6,055**	**15,128**	**11,431**	**5,529**	**4,481**
Canada	6,924	4,734	8,767	5,791	10,933	8,247	5,118	4,048
Israel	0	0	0	0	1,582	1,453	0	0
Chile	0	0	0	0	480	309	0	0
South Africa	0	0	0	0	977	706	0	0
Dom. Rep.	0	0	149	72	421	172	214	226
Mexico	0	0	52	30	349	228	118	71
Others	181	180	199	162	386	316	79	136

Source: U.S. Department of Commerce, Bureau of the Census.
1/ January to September.

Pistachio Situation and Outlook

Pistachio production in selected countries in 1995/96 is forecast to increase 17 percent to about 127,000 metric tons. All 5 selected countries, except Greece, are expected to register increases. Total exports from selected countries in 1995/96 are forecast to rise 4 percent to 39,400 tons, with the United States accounting for most of the increase. U.S. pistachio exports in 1994/95 reached a record 28,788 tons, 17 percent above the previous year's volume. Most of the expansion of U.S. exports involved shipments to China, Hong Kong, and Taiwan. Further expansion in U.S. exports is expected in 1995/96 as the U.S. pistachio industry is targeting India, the Philippines, and Russia for significant market development.

Summary

Pistachio production for 1995/96 in selected countries[1/] is forecast at 126,724 tons (inshell basis), up 17 percent from 1994/95 because of increased output in all selected countries, except Greece.

Pistachio exports in 1995/96 from selected countries are forecast at a record 39,400 tons with the United States accounting for most of the increase. U.S. pistachio exports in 1995/96 are forecast at 30,000 tons--4 percent above the previous year's volume.

Pistachio production for 1995/96 in the four foreign countries surveyed is forecast at 60,500 tons (inshell basis), up 22 percent from 1994/95 because of increased output in Italy, Syria, and Turkey. Exports from the four non-U.S. suppliers will probably edge up 2 percent to 9,400 tons.

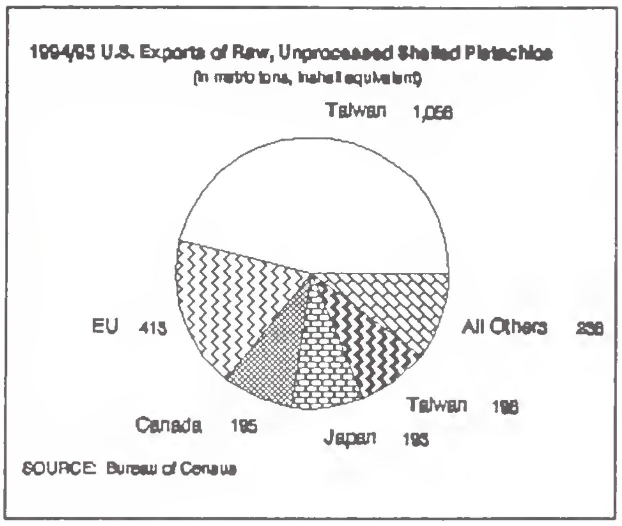
[1/] Iran, the world's largest pistachio producer, is not a selected country, because reliable production and trade data are not available.

United States

The National Agricultural Statistics Service estimates the 1995/96 crop at 66,224 tons, 13 percent above the previous year's output. These results come during the up year of the alternate bearing cycle for pistachios. Sources in the U.S. pistachio industry note that alternate bearing of pistachio trees is not as pronounced with more new trees entering production.

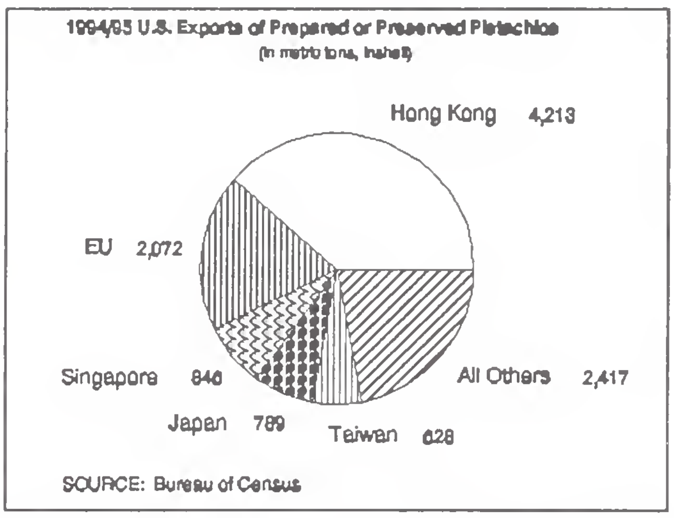
In 1994/95, total U.S. exports of pistachios (inshell basis) expanded 17 percent to 28,788 tons. There has been a 14-fold increase in quantity exported from 2,132 tons in 1984/85. The percentage of exports to U.S. production of pistachios (inshell basis) ballooned from 7 percent in 1984/85 to 49 percent in 1994/95. Asian countries provided most of the additional sales.

Inshell pistachios comprised an estimated 42 percent of total U.S. exports in 1994/95. U.S. shipments overseas of this product rose 23 percent from 1993/94 to 12,125 tons. The five



major customers represented 84 percent of the export market. Hong Kong bought 47 percent of U.S. inshell pistachios. Japan accounted for 11 percent of exports. China followed with 10 percent, while the EU and Taiwan rounded out the picture at 9 and 7 percent, respectively.

Exports of prepared or preserved pistachios, 38 percent of the total, increased 11 percent in 1994/95 to 10,965 tons (inshell basis). Prepared



or preserved pistachios remain inshell. Five principal markets accounted for 78 percent of exports of prepared or preserved pistachios. Hong Kong led with 38 percent of the total, followed by the European Union (EU) at 19 percent, Singapore with 8 percent, Japan at 7 percent, and Taiwan having 6 percent of U.S. exports.

Shelled pistachios (inshell basis) accounted for the remaining 20 percent of total 1994/95 U.S. pistachio exports. In 1994/95, exports of shelled pistachios gained 16 percent to 2,269 tons (shelled basis). The 5 main customers provided 90 percent of exports. Hong Kong again dominated with 47 percent of the total. The EU bought 18 percent of all U.S. shelled pistachios, followed by Canada and Japan, both at 9 percent. Taiwan accounted for 8 percent of all sales.

The U.S. pistachio industry wants to continue to expand exports. To achieve this goal, it has targeted three countries for particular attention: India, the Philippines, and Russia.

Greece

Pistachio production during 1995/96 is forecast at 4,000 tons, down 5 percent from 1994/95. Although harvested area is estimated up slightly in 1995/96, to 4,900 hectares, an off-year in the bearing cycle is expected to limit output. Usually, Greece cultivates enough pistachios to cover domestic demand with some exports in years of good output and satisfactory quality.

Domestic consumption of pistachios fluctuates between 4,500 and 5,200 tons. The confectionery and ice cream industries use 65 to 70 percent of Greece's total supply of pistachios. The remainder of Greek pistachios become snack food packed in cellophane units of 200, 400, and 500 grams.

Imports of pistachios outpace exports. In 1993, Greece exported only 387 tons of pistachios. Meanwhile, imports reached 1,100 tons for the

same period. Iran supplied 84 percent of this quantity. Germany followed with 7 percent, while the Netherlands provided 2 percent.

Italy

Pistachio output is forecast up sharply in 1995/96--to 3,500 tons from 300 tons in 1994/95--due to the Sicilian tradition of radically pruning the trees every other year. The quality of this year's crop reportedly ranges from good to excellent, thanks to favorable weather. Italian pistachio production remains concentrated almost exclusively on the slopes of Mount Etna, with a few orchards in southern Sicily.

Despite fluctuations in pistachio production, Italy's domestic consumption of pistachios continues robust. Competitively-priced Iranian pistachios account for much of the increased consumption.

Strong competition from Iran in world markets is affecting domestic pistachio prices, which growers now consider at unprofitable levels. In August 1995, inshell pistachios were valued around 4,500 lire (US $2.83) per kilogram, while prices of shelled pistachios were about 11,000 lire (US $6.92) per kilogram, c.i.f. northern European destinations. These prices are about 10 percent less than last year and reflect the poor quality of the nuts

Italy depends heavily on imports, mainly inshell pistachios directly from Iran or transshipped through Germany.

Syria

Pistachio production in 1995/96 is forecast at 18,000 tons, up 3,000 tons from last season's revised estimate of 15,000 tons. Inadequate rainfall and high temperatures limited the crop. Consequently, the increase mainly reflects additional trees entering into production. Total bearing tree numbers for 1995/96 are estimated at 3.5 million, up from 2.7 million in 1994/95, with another 6.5 million still maturing.

Syria's Ministry of Agriculture and Agrarian Reform encourages pistachio production by selling seedlings at nominal prices. Pistachios are grown in areas that are usually not suitable for other field crops and, frequently, are interplanted with figs, olives, and grape vines. Nevertheless, the 12 to 15 years necessary for pistachios trees to mature discourages interest in the crop.

A significant part of the crop is consumed as "green" pistachios during the harvest season. Harvesting starts in early August. Wholesale prices of shelled pistachios, which are mainly used in production of Arabic candies and ice cream, ranged from 425 Syrian Pounds (US $8.50) to 475 SP (US $9.50) per kilogram.

International trade in pistachios is significant. Imports far exceeded exports and were 27 percent of total supply in 1994/95, though Syria officially prohibits imports of inshell pistachios. Syria depends principally on Iran and Turkey for shelled pistachios, which reportedly are subject to a 50-percent duty. At 17 percent of 1994/95 output, most Syrian exports are "green" pistachios.

Turkey

Pistachio production for 1995/96 is forecast at 35,000 tons, up 17 percent from 1994/95, but 30 percent below the record crop harvested in 1993/94. The disappointing crop was precipitated by cold weather during the bloom in March and April and hail damage in April and May.

International trade is becoming more important for Turkey. Exports, which reached 10 percent of 1994/95 production, surpass imports considerably. In 1994/95, Syria purchased 40

percent of Turkey's pistachio exports. The EU accounted for 15 percent. Lebanon provided 8 percent of Turkey's export market. Saudi Arabia generated 5 percent of export sales with both Jordan and Switzerland at 4 percent.

(For further information on supply, distribution, and trade, contact William Janis at 202-720-0897. For further information on U.S. marketing opportunities, contact Stacey Peckins at 202-720-5330. For further information on production, contact Kelly Kirby Strzelecki at 202-720-6791.)

PISTACHIOS: PRODUCTION, SUPPLY & DISTRIBUTION
(Metric Tons, Inshell Basis)
Marketing Years 1993/94-1995/96 [1/]

Country/ Marketing Year	Beginning Stocks	Production	Imports [2/]	Total Supply	Exports [2/]	Domestic Consumption	Ending Stocks	Total Distribution
Greece								
1993/94	3,189	4,100	1,100	8,389	400	4,800	3,189	8,389
1994/95	3,189	4,200	1,000	8,389	400	5,100	2,889	8,389
1995/96 [F]	2,889	4,000	1,000	7,889	400	5,100	2,389	7,889
Italy								
1993/94	450	4,000	11,363	15,813	1,826	10,487	3,500	15,813
1994/95	3,500	300	15,000	18,800	3,300	14,000	1,500	18,800
1995/96 [F]	1,500	3,500	16,000	21,000	4,000	15,000	2,000	21,000
Syria								
1993/94	800	13,700	5,000	19,500	2,000	16,000	1,500	19,500
1994/95	1,500	15,000	6,000	22,500	2,500	18,000	2,000	22,500
1995/96 [F]	2,000	18,000	5,000	25,000	3,000	17,000	5,000	25,000
Turkey								
1993/94	7,000	50,000	113	57,113	864	34,249	22,000	57,113
1994/95	22,000	30,000	200	52,200	3,000	36,200	13,000	52,200
1995/96 [F]	13,000	35,000	300	48,300	2,000	35,300	11,000	48,300
United States [3/] [4/]								
1993/94	17,889	68,900	654	87,443	24,664	34,395	28,385	87,443
1994/95	28,385	58,513	890	87,788	28,788	42,089	16,911	87,788
1995/96 [F]	16,900	66,224	800	83,924	30,000	40,424	13,500	83,924
TOTAL								
1993/94	29,328	140,700	18,230	188,258	29,754	99,931	58,574	188,258
1994/95	58,574	108,013	23,090	189,677	37,988	115,389	36,300	189,677
1995/96 [F]	36,289	126,724	23,100	186,113	39,400	112,824	33,889	186,113

1/ Marketing Years: September-October for Greece and Italy; October-November for Turkey; September-August for Syria and the United States.

2/ Bureau of the Census publishes the U.S. import and export data with 1995/96 forecasts by USDA/Foreign Agricultural Service.

3/ U.S. production data comes from the USDA/National Agricultural Statistics Service.

4/ The import shelling ratio of 0.35 for U.S. imports is from the USDA/Economic Research Service and applies to all years. U.S. export shelling ratios of 0.3982 and 0.4346 for 1993/94 and 1994/95, respectively, originate from calculations of data on pages 63 and 64 of USDA/NASS publication, Noncitrus Fruits and Nuts: 1995 Preliminary Summary.

U.S. EXPORTS OF SELECTED COMMODITIES BY DESTINATION
MARKETING YEAR BEGINNING AS INDICATED
OCT 95

COMMODITY AND COUNTRY		QUANTITY					VALUE (1,000 DOLLARS)				
COUNTRY REGION		CURR MO LAST YR	CURR MO CURR YR	YR TOT LAST YR	YR TOT CURR YR	LAST YEAR	CURR MO LAST YR	CURR MO CURR YR	YR TOT LAST YR	YR TOT CURR YR	LAST YEAR
FRESH FRUIT											
FR APPLES(JUL)	MT										
TAIWAN		17,891	21,854	43,266	35,090	115,342	14,209	15,012	33,201	24,420	87,403
MEXICO		163	974	27,335	16,996	87,269	85	502	15,699	8,846	48,541
CANADA		7,577	6,909	29,782	27,659	80,941	4,627	4,506	20,337	21,033	57,839
HONG KONG		6,534	2,928	22,142	18,276	74,782	3,792	1,784	12,660	11,222	42,447
EU_15		3,273	2,085	9,468	6,376	52,609	1,798	1,213	5,140	3,797	26,280
INDONESIA		2,206	4,103	11,781	16,031	43,268	1,234	2,712	6,698	10,419	25,653
OTHER		43,362	19,671	74,730	40,812	243,618	20,348	11,567	38,513	25,791	134,915
Subtotal:-----		81,006	58,523	218,503	161,240	697,829	46,093	37,297	132,249	105,529	423,079
FR PEARS(JUL)	MT										
MEXICO		6,877	2,095	20,439	6,864	46,838	3,105	1,067	9,159	3,555	22,124
CANADA		6,990	7,544	20,879	20,228	43,892	3,934	4,841	11,639	13,683	27,391
EU_15		376	867	755	1,061	9,096	177	368	400	481	3,585
BRAZIL		3,753	5,350	4,101	8,157	8,882	1,619	2,489	1,932	3,882	4,031
TAIWAN		910	1,473	1,389	2,472	8,547	520	919	880	1,502	5,169
OTHER		3,424	3,882	5,627	6,476	17,519	2,028	2,185	3,284	3,906	9,997
Subtotal -----		22,329	21,210	53,190	45,258	134,774	11,383	11,868	27,293	27,009	72,297
APRICOTS(MAY)	MT										
MEXICO		0	15	3,526	324	3,718	0	19	2,477	289	2,596
CANADA		0	70	3,049	2,574	3,145	0	80	3,185	3,503	3,301
OTHER		17	235	866	1,005	1,010	16	184	1,790	2,006	1,929
Subtotal -----		17	320	7,441	3,903	7,873	16	284	7,452	5,798	7,827
FR CHERRIES(MAY)	MT										
JAPAN		0	0	15,551	17,170	15,597	0	0	92,520	110,553	92,582
CANADA		2	12	6,252	3,388	6,379	5	10	13,128	8,571	13,357
EU_15		130	763	3,841	5,255	5,086	86	618	10,857	9,256	11,880
TAIWAN		0	0	3,002	2,098	3,056	0	0	8,129	6,325	8,328
UNITED KINGDOM		5	0	2,206	1,112	2,245	3	0	7,784	4,669	7,817
OTHER		0	31	1,912	1,551	1,921	0	73	5,779	4,123	5,825
Subtotal:-----		131	806	30,558	29,462	32,039	90	701	130,413	138,827	131,972
PEACH-NECTRN(MAY)	MT										
CANADA		237	176	47,013	39,206	48,567	252	232	38,767	40,957	40,639
MEXICO		1,730	561	16,171	11,674	16,203	891	349	6,832	5,159	6,851
TAIWAN		59	0	12,430	9,818	12,462	108	0	13,503	11,033	13,530
OTHER		281	300	6,884	4,357	7,176	259	283	5,240	3,719	5,480
Subtotal -----		2,307	1,037	82,488	65,055	84,399	1,511	864	64,337	60,868	66,494
PLUM-PRUNES(MAY)	MT										
TAIWAN		414	261	25,378	13,885	25,396	449	291	22,137	14,979	22,161
CANADA		347	480	23,856	13,588	24,565	357	645	18,240	19,517	19,218
HONG KONG		47	206	8,852	5,427	8,863	71	244	7,300	6,088	7,323
OTHER		2,305	714	11,485	4,289	12,537	1,761	537	8,610	4,666	9,786
Subtotal -----		3,114	1,661	69,571	37,189	71,360	2,638	1,716	56,286	45,249	58,487
FR AVOCADOS(OCT)	MT										
EU_15		419	1,327	419	1,327	8,266	301	844	301	844	7,016
FRANCE		135	99	135	99	5,243	89	58	89	58	4,300
JAPAN		66	65	66	65	2,086	93	78	93	78	3,960
CANADA		187	171	187	171	1,958	154	172	154	172	1,969
NETHERLANDS		191	941	191	941	1,303	148	600	148	600	1,166
UNITED KINGDOM		55	187	55	187	1,228	35	131	35	131	1,180
OTHER		2	0	2	0	181	3	0	3	0	284
Subtotal -----		674	1,563	674	1,563	12,490	551	1,094	551	1,094	13,229
FR KIWIFRUIT(OCT)	MT										
CANADA		333	92	333	92	4,021	405	124	405	124	4,885
KOREA, REPUBLIC		39	54	39	54	2,659	67	106	67	106	4,282
TAIWAN		6	15	6	15	1,395	12	25	12	25	2,140
OTHER		5	14	5	14	1,430	9	11	9	11	1,778
Subtotal -----		383	175	383	175	9,505	492	265	492	265	13,084
FRESH GRAPES (MAY)	MT										
CANADA		18,070	19,549	89,520	87,133	101,631	18,540	19,816	93,689	95,991	112,109
MEXICO		5,715	2,367	12,192	4,600	22,589	4,779	2,216	10,035	3,967	19,218
HONG KONG		4,588	5,773	17,506	18,706	21,192	5,379	7,163	20,555	25,337	25,353
TAIWAN		4,289	3,535	12,530	9,536	14,731	5,980	4,374	18,088	12,274	20,876
OTHER		12,717	11,311	34,036	32,648	54,961	18,302	15,604	46,043	45,890	74,266
Subtotal -----		45,378	42,535	165,784	152,622	215,105	52,981	49,173	188,411	183,458	251,822
FR STRAWBRIS(JAN)	MT										
CANADA		1,314	1,999	38,007	36,204	38,873	2,309	2,359	50,057	48,548	52,089
MEXICO		736	688	6,668	3,002	6,816	828	557	6,091	2,396	6,245
EU_15		535	342	5,582	2,498	5,738	1,037	725	11,494	5,856	11,850
JAPAN		938	1,448	3,730	5,672	4,338	5,081	5,664	17,631	20,656	21,177
UNITED KINGDOM		321	252	3,584	2,052	3,700	595	569	7,173	4,897	7,394
OTHER		119	99	1,428	958	1,570	350	366	4,618	2,764	5,003
Subtotal -----		3,642	4,575	55,416	48,333	57,335	9,605	9,670	89,890	80,220	96,365
FR ORNG INC TMPL(NOV)	MT										
CANADA		8,513	5,149	188,551	178,854	188,551	3,695	3,137	93,157	86,917	93,157
JAPAN		2,363	1,113	158,170	168,591	158,170	1,492	1,115	94,865	117,639	94,865
HONG KONG		8,341	8,823	124,417	128,098	124,417	3,690	4,430	62,213	65,705	62,213
OTHER		1,646	1,139	76,902	100,574	76,902	912	723	39,918	53,495	39,918
Subtotal.-----		20,863	16,224	548,041	576,116	548,041	9,789	9,405	290,154	323,756	290,154
FR GRPFRT(SEP)	MT										
JAPAN		13,078	17,242	17,429	18,584	246,310	7,514	11,145	10,002	12,137	136,506
EU_15		11,274	9,244	13,127	11,175	116,454	5,080	4,208	5,957	5,139	51,175
CANADA		9,656	8,497	13,894	11,191	77,472	3,530	3,723	5,624	5,303	30,226
FRANCE		5,566	3,518	6,321	4,281	43,428	2,496	1,601	2,820	1,949	19,016
NETHERLANDS		3,625	3,499	4,324	4,460	33,908	1,665	1,595	1,994	2,085	15,232
OTHER		824	921	1,099	1,527	45,648	396	562	531	916	23,343
Subtotal:-----		34,833	35,903	45,548	42,477	485,884	16,520	19,638	22,114	23,496	241,251
FR TANGERINES(NOV)	MT										
CANADA		1,195	1,191	11,320	10,651	11,320	1,053	1,004	9,003	9,619	9,003
EU_15		0	0	967	372	967	0	0	512	280	512
UNITED KINGDOM		0	0	701	325	701	0	0	382	248	382
OTHER		0	2	514	1,520	514	0	3	497	1,664	497
Subtotal:-----		1,195	1,192	12,801	12,543	12,801	1,053	1,007	10,012	11,563	10,012

U.S. EXPORTS OF SELECTED COMMODITIES BY DESTINATION
MARKETING YEAR BEGINNING AS INDICATED
OCT 95

COMMODITY AND COUNTRY / COUNTRY REGION		QUANTITY CURR MO LAST YR	CURR MO CURR YR	YR TDT LAST YR	YR TDT CURR YR	LAST YEAR	VALUE (1,000 DOLLARS) CURR MO LAST YR	CURR MO CURR YR	YR TDT LAST YR	YR TDT CURR YR	LAST YEAR
CANNED FRUIT											
CND PEACH&NECT(JUN)	MT										
JAPAN		278	366	1,711	1,723	4,595	286	391	1,958	1,837	4,780
CANADA		183	520	1,213	2,239	3,908	209	433	1,359	2,019	3,719
KOREA, REPUBLIC		195	425	538	1,280	2,314	204	330	531	1,035	1,990
TAIWAN		87	25	673	969	1,259	78	30	586	873	1,057
SINGAPORE		189	11	477	494	1,164	232	13	563	458	1,233
PHILIPPINES		358	44	701	108	1,018	208	35	494	103	744
OTHER		485	471	2,165	2,897	4,511	411	458	1,892	2,685	4,001
Subtotal:-----		1,776	1,862	7,477	9,709	18,769	1,627	1,690	7,384	9,011	17,524
CND PEARS(JUN)	MT										
CANADA		138	968	773	1,852	2,795	147	872	764	1,618	2,510
UNITED ARAB EMIR		99	0	116	66	555	54	0	68	70	323
JAPAN		42	78	176	304	485	41	74	197	303	529
EU_15		3	1	63	62	289	4	5	51	59	272
OTHER		45	43	229	155	596	39	33	211	128	570
Subtotal:-----		326	1,090	1,357	2,439	4,720	285	984	1,291	2,178	4,204
CND PNEAPL(JAN)	MT										
JAPAN		99	125	946	978	985	90	108	885	906	929
CANADA		81	110	792	831	947	79	114	734	836	887
EU_15		13	75	516	779	756	5	48	450	600	654
MEXICO		58	40	414	117	522	29	30	278	86	361
GERMANY		13	75	260	619	420	5	48	214	468	335
RUSSIAN FEDERATI		53	0	153	17	302	30	0	85	9	204
OTHER		14	24	223	435	268	6	20	217	449	257
Subtotal:-----		317	375	3,045	3,157	3,779	239	321	2,650	2,886	3,292
FRT MIXTURES(JUN)	MT										
CANADA		351	645	1,794	2,191	5,635	446	783	2,252	2,833	7,288
JAPAN		373	271	2,211	1,547	5,612	460	300	2,594	1,864	6,645
SINGAPORE		495	692	1,747	1,839	4,476	545	796	1,839	2,066	4,835
HONG KONG		143	245	1,743	1,490	3,915	154	262	1,846	1,686	4,366
PHILIPPINES		378	665	701	1,923	2,801	389	752	691	2,306	3,113
OTHER		669	554	3,064	2,543	6,837	742	627	3,554	3,020	7,854
Subtotal:-----		2,409	3,073	11,260	11,532	29,277	2,737	3,521	12,777	13,776	34,103
DRIED FRUIT											
DRD RAISINS(AUG)	MT										
EU_15		6,859	7,112	19,745	20,361	57,471	10,653	11,530	31,452	31,610	89,847
UNITED KINGDOM		3,071	3,408	9,302	10,007	27,824	4,826	5,310	13,444	14,983	42,083
JAPAN		1,805	1,757	5,841	6,480	24,527	2,667	2,534	8,080	10,171	35,608
CANADA		1,333	1,258	3,975	3,794	10,946	2,650	2,491	8,543	7,894	22,187
GERMANY		1,047	991	2,231	3,007	8,184	1,278	1,482	3,236	4,338	12,000
OTHER		3,506	3,545	7,729	8,085	27,927	5,768	6,420	12,541	14,184	46,450
Subtotal:-----		13,504	13,671	37,290	38,718	120,871	21,738	22,976	60,616	63,859	194,093
DRD PRUNES(AUG)	MT										
EU_15		3,728	5,067	10,012	10,605	33,645	9,114	11,920	24,485	25,237	82,871
JAPAN		1,336	1,315	3,191	3,859	13,614	3,124	2,627	7,257	8,705	30,245
GERMANY		989	1,512	3,055	3,112	10,549	2,474	3,765	6,951	7,298	25,549
ITALY		724	1,270	1,697	2,280	6,521	1,862	2,837	4,530	5,325	17,101
UNITED KINGDOM		366	436	950	1,049	4,943	779	916	1,903	2,314	10,596
CANADA		478	293	1,203	979	4,320	1,178	761	2,802	2,444	10,271
OTHER		1,406	1,254	2,443	2,810	8,235	2,970	2,705	5,159	6,086	17,546
Subtotal:-----		6,948	7,929	16,850	18,253	59,815	16,386	18,013	39,703	42,471	140,933
FRUIT JUICES(SSE)											
ORANGE JU CNC (DEC)	KL										
EU_15		7,124	6,609	88,416	143,508	91,091	2,793	2,323	35,016	57,708	36,218
JAPAN		1,546	3,775	68,674	17,133	69,389	1,128	1,389	27,704	11,567	28,196
FRANCE		3,302	2,599	38,266	40,084	38,676	1,059	836	13,727	13,792	14,007
CANADA		2,666	3,086	30,856	29,818	33,030	3,851	4,706	47,366	49,742	50,778
KOREA, REPUBLIC		415	76	20,583	18,038	24,619	282	33	13,713	10,454	15,559
NETHERLANDS		2,204	1,971	20,916	64,220	21,706	1,221	814	8,562	29,391	8,913
OTHER		2,610	6,071	41,330	66,200	46,673	1,193	2,218	16,994	28,200	19,103
Subtotal:-----		14,361	19,618	249,860	274,698	264,801	9,247	10,669	140,792	157,671	149,855
ORNG JU NTCNC(DEC)	KL										
CANADA		6,452	8,805	59,447	82,685	65,910	4,539	6,426	39,120	59,817	43,797
EU_15		4,747	79	48,413	40,343	52,654	2,792	70	30,553	22,664	32,983
BELGIUM-LUXEMBOU		3,316	0	27,939	23,918	30,665	1,958	0	17,387	13,154	18,995
UNITED KINGDOM		1,208	61	11,696	10,916	13,138	648	55	6,737	6,470	7,492
OTHER		1,657	2,225	19,142	20,458	21,381	1,231	1,659	14,525	14,998	16,115
Subtotal:-----		12,856	11,109	127,002	143,486	139,946	8,561	8,156	84,199	97,479	92,895
GRPFRT JU CNC (DEC)	KL										
JAPAN		857	1,278	16,214	13,900	17,232	1,260	1,024	20,083	13,859	21,264
EU_15		2,046	805	15,414	25,153	15,814	880	375	7,164	15,433	7,476
FRANCE		946	133	6,701	2,367	6,701	230	96	1,922	1,538	1,922
NETHERLANDS		228	41	3,778	15,691	3,860	347	75	2,655	10,947	2,806
CANADA		237	270	2,759	3,069	3,085	414	444	4,626	5,319	5,140
OTHER		1,274	663	4,044	9,733	5,012	449	394	2,049	3,833	2,503
Subtotal:-----		4,414	3,015	38,431	51,856	41,143	3,002	2,237	33,922	38,443	36,383
FRESH VEGETABLES											
FR ASPARAGUS(OCT)	MT										
JAPAN		31	0	31	0	10,410	183	0	183	0	44,501
CANADA		95	68	95	68	5,577	275	220	275	220	14,163
EU_15		17	43	17	43	1,247	39	74	39	74	3,340
SWITZERLAND		0	0	0	0	1,083	0	0	0	0	3,960
OTHER		4	8	4	8	227	27	18	27	18	854
Subtotal:-----		147	119	147	119	18,544	523	313	523	313	66,818
FR ONIONS(OCT)	MT										
JAPAN		35,691	10,165	35,691	10,165	142,128	9,213	2,154	9,213	2,154	41,391
CANADA		5,932	6,298	5,932	6,298	111,727	2,163	2,115	2,163	2,115	45,284
OTHER		14,872	6,288	14,872	6,288	57,412	4,290	1,993	4,290	1,993	18,352
Subtotal:-----		56,495	22,752	56,495	22,752	311,267	15,666	6,262	15,666	6,262	105,026
CANNED VEGETABLES											
CND SWT CORN(AUG)	MT										
JAPAN		3,921	3,108	11,177	7,888	58,455	3,535	2,415	9,885	6,328	50,065
EU_15		2,277	4,432	6,986	10,506	41,755	1,749	3,411	5,132	8,360	31,506
TAIWAN		1,801	1,261	4,876	4,103	15,315	1,730	1,014	4,800	3,511	14,279
GERMANY		698	2,251	1,443	5,114	14,333	549	1,758	1,111	4,101	10,642
UNITED KINGDOM		788	853	1,931	2,347	13,583	575	666	1,413	1,960	10,460
HONG KONG		1,776	1,443	3,549	3,515	12,437	1,512	1,203	3,013	2,910	10,484
OTHER		3,317	2,992	9,088	8,620	38,380	2,826	2,316	7,590	7,199	32,879
Subtotal:-----		13,093	13,237	35,676	34,632	166,342	11,352	10,359	30,420	28,309	139,213

U.S. EXPORTS OF SELECTED COMMODITIES BY DESTINATION
MARKETING YEAR BEGINNING AS INDICATED
OCT 95

COMMODITY AND COUNTRY / COUNTRY REGION		QUANTITY CURR MO LAST YR	CURR MO CURR YR	YR TDT LAST YR	YR TDT CURR YR	LAST YEAR	VALUE (1,000 DOLLARS) CURR MO LAST YR	CURR MO CURR YR	YR TDT LAST YR	YR TDT CURR YR	LAST YEAR
CANNED VEGETABLES											
CND TOM PAS(JUL)	MT										
CANADA		5,648	7,506	21,451	20,640	47,971	4,299	6,315	17,144	17,238	39,066
JAPAN		1,173	1,168	3,019	2,936	10,450	901	945	2,262	2,413	8,400
EU_15		20	20	127	20	6,632	17	16	108	16	5,159
ITALY		20	0	20	0	6,361	17	0	17	0	4,903
OTHER		2,613	3,626	6,319	6,913	24,833	2,138	2,651	5,144	5,542	20,846
Subtotal.-----		9,454	12,319	30,916	30,508	89,886	7,355	9,928	24,658	25,208	73,471
CND TOM SAUCE(JUL)	MT										
CANADA		3,621	4,849	12,828	17,475	50,570	3,673	4,789	13,053	16,748	48,443
EU_15		180	296	2,601	1,081	7,888	271	389	2,598	1,466	8,307
JAPAN		577	629	1,684	1,574	6,052	608	742	1,947	1,556	7,249
MEXICO		856	198	2,947	832	5,653	557	155	2,040	734	3,882
UNITED KINGDOM		69	76	1,626	401	5,016	54	95	1,470	451	4,781
OTHER		552	1,475	2,856	3,803	8,856	539	1,394	2,901	4,091	9,499
Subtotal.-----		5,785	7,446	22,918	24,765	79,019	5,647	7,468	22,540	24,595	77,380
FRZN VEGETABLES											
FZN SWT CORN(JUL)	MT										
JAPAN		4,565	4,177	12,537	12,176	38,749	4,314	3,530	11,803	11,030	37,029
TAIWAN		720	93	2,828	209	5,314	581	82	2,396	222	4,347
CANADA		175	193	1,197	810	3,863	132	177	916	703	3,012
AUSTRALIA		600	247	1,101	832	3,762	477	182	895	655	3,036
HONG KONG		568	208	1,340	1,135	3,716	474	192	1,214	908	3,157
OTHER		1,004	1,294	4,665	4,064	12,961	746	952	3,394	2,954	9,435
Subtotal:-----		7,631	6,213	23,669	19,226	68,366	6,724	5,115	20,618	16,472	60,015
FZN F FRY(JUL)	MT										
JAPAN		13,124	14,352	48,139	55,888	158,699	9,356	10,456	34,567	40,681	115,179
EU_15		0	533	153	7,052	36,974	0	333	177	4,706	26,383
KOREA, REPUBLIC		1,627	1,337	5,017	5,604	19,782	1,221	990	3,639	4,142	14,199
NETHERLANDS		0	112	17	3,190	17,021	0	74	24	2,098	14,206
HONG KONG		1,280	1,892	5,066	7,942	16,592	918	1,264	3,464	5,222	10,973
OTHER		6,171	8,737	26,928	39,154	95,393	4,737	6,832	20,295	30,289	74,213
Subtotal.-----		22,202	26,851	85,302	115,641	327,440	16,232	19,875	62,141	85,040	240,948
TREE NUTS											
ALMONDS UNSH(JUL)	MT										
INDIA		745	1,148	2,763	2,652	8,201	1,717	2,779	7,147	6,403	20,591
JAPAN		208	379	944	2,511	3,375	693	998	2,836	6,341	10,069
EU_15		445	699	1,995	1,389	3,195	988	1,683	4,649	3,337	7,767
GERMANY		133	291	1,119	570	1,720	349	705	2,912	1,405	4,483
OTHER		724	325	1,681	761	3,614	1,630	843	3,748	1,917	8,520
Subtotal:-----		2,122	2,551	7,383	7,313	18,385	5,029	6,302	18,379	17,998	46,948
ALMND SH/PREP(JUL)	MT										
EU_15		19,713	19,536	47,054	59,127	120,402	63,153	60,379	169,029	209,119	423,076
GERMANY		8,447	6,653	20,376	22,737	47,817	26,449	24,401	73,757	85,707	167,343
JAPAN		1,248	3,258	4,562	10,138	18,233	4,932	7,072	20,220	29,176	69,671
SPAIN		1,578	1,337	3,550	6,098	14,274	5,123	5,327	12,080	24,793	47,767
FRANCE		1,715	1,702	3,615	4,635	12,410	6,081	4,401	13,368	16,202	42,833
NETHERLANDS		2,518	3,193	5,980	7,656	11,295	7,963	7,709	20,150	20,955	39,351
OTHER		10,111	11,318	21,830	25,118	57,486	29,188	23,172	69,511	62,786	182,741
Subtotal:-----		31,071	34,112	73,447	94,382	196,120	97,273	90,622	258,760	301,081	675,488
WALNUTS SH(AUG)	MT										
EU_15		1,835	895	2,515	1,414	7,860	4,012	2,337	5,584	3,712	17,020
JAPAN		551	598	1,087	1,360	5,953	2,053	1,827	4,760	4,576	22,633
ITALY		897	30	915	38	3,545	1,334	128	1,353	178	5,864
CANADA		300	295	745	600	2,275	854	1,094	2,251	2,187	7,261
ISRAEL		169	80	354	247	1,372	481	288	1,183	992	4,707
SPAIN		264	399	349	573	1,204	686	813	968	1,236	3,291
OTHER		919	250	1,438	664	4,556	2,225	813	3,698	2,094	14,256
Subtotal:-----		3,774	2,117	6,139	4,283	22,015	9,625	6,359	17,476	13,562	65,876
WALNUTS UNSH(AUG)	MT										
EU_15		25,745	29,952	29,500	31,140	43,938	40,318	57,555	46,115	59,783	69,868
GERMANY		8,043	10,322	9,743	10,562	13,094	12,158	19,932	14,615	20,373	19,452
SPAIN		4,797	7,489	5,756	7,948	10,238	7,532	13,715	9,010	14,558	16,330
ITALY		4,883	5,305	5,360	5,444	9,116	7,683	10,311	8,470	10,573	15,026
NETHERLANDS		4,044	2,734	4,333	2,976	5,861	6,603	5,474	7,094	5,955	9,768
OTHER		2,792	2,076	3,542	2,501	9,611	4,737	4,129	6,110	4,947	17,226
Subtotal -----		28,537	32,027	33,042	33,642	53,549	45,055	61,683	52,225	64,730	87,094
HOPS&PRODUCTS											
HOP PELTS(SEP)	MT										
BRAZIL		247	114	366	158	2,829	1,386	604	1,859	799	14,879
CANADA		113	121	196	154	1,382	716	787	1,270	961	9,139
EU_15		78	55	106	96	1,099	574	278	775	500	7,044
JAPAN		0	0	0	0	451	0	0	0	0	2,873
COLOMBIA		0	0	0	0	435	0	0	0	0	2,578
GERMANY		0	4	0	24	418	0	26	0	93	2,705
OTHER		64	157	73	198	706	295	672	364	845	3,433
Subtotal:-----		502	447	742	606	6,903	2,971	2,341	4,269	3,105	39,947
HOP EXTRACT(SEP)	MT										
EU_15		159	119	199	150	1,499	1,866	2,243	2,338	2,698	23,750
MEXICO		38	1	77	25	735	1,529	13	1,987	291	15,944
GERMANY		35	33	53	33	624	254	508	445	508	9,542
BRAZIL		79	52	83	57	458	530	648	595	733	5,350
COLOMBIA		0	0	26	0	427	0	0	213	0	7,160
KOREA, REPUBLIC		22	3	22	3	311	460	102	460	102	3,470
OTHER		161	55	205	88	1,024	2,456	813	3,120	1,341	14,957
Subtotal -----		459	230	611	322	4,454	6,841	3,820	8,713	5,166	70,630
HOPS,NSPF(SEP)	MT										
EU_15		318	677	318	1,048	1,544	1,428	3,013	1,428	4,943	9,651
GERMANY		274	567	274	833	1,108	1,194	2,487	1,194	3,658	6,842
UNITED KINGDOM		43	98	43	170	418	234	443	234	960	2,512
MEXICO		0	0	0	0	189	0	0	0	0	1,494
BRAZIL		92	0	92	0	169	644	0	644	0	957
JAPAN		0	0	0	0	146	0	0	0	0	941
OTHER		36	18	46	18	445	259	230	311	233	2,795
Subtotal -----		446	695	456	1,067	2,492	2,332	3,242	2,384	5,176	15,838
WINE											
GRAPE WINE(JAN)	KL										
EU_15		4,126	6,894	38,041	47,159	42,518	6,893	12,080	59,349	77,234	66,365
CANADA		2,749	2,715	27,458	22,371	32,725	5,258	5,433	39,446	40,495	49,168
UNITED KINGDOM		2,769	4,210	18,101	27,415	19,825	5,041	6,890	34,156	47,917	37,484
JAPAN		1,790	1,191	11,910	13,660	14,420	2,705	2,295	17,523	23,082	21,439
SWEDEN		346	377	6,174	2,977	6,841	311	415	4,021	2,901	4,335
OTHER		3,797	2,247	24,194	24,790	28,217	4,647	3,607	34,475	37,366	40,531
Subtotal:-----		12,461	13,048	101,603	107,979	117,880	19,503	23,415	150,794	178,176	177,503

U.S. IMPORTS OF SELECTED HORTICULTURAL COMMODITIES BY ORIGIN
MARKETING YEAR BEGINNING AS INDICATED
OCT 95

COMMODITY AND COUNTRY		QUANTITY					VALUE (1,000 DOLLARS)				
COUNTRY REGION		CURR MO LAST YR	CURR MO CURR YR	YR TDT LAST YR	YR TDT CURR YR	LAST YEAR	CURR MO LAST YR	CURR MO CURR YR	YR TDT LAST YR	YR TDT CURR YR	LAST YEAR
FR FRT & MLNS											
FR APPLES(JUL)	MT										
NEW ZEALAND		0	0	4,478	11,332	39,444	0	0	6,293	15,086	44,187
CANADA		9,879	17,993	14,925	28,193	43,220	2,584	5,020	4,808	8,539	17,224
SOUTH AFRICA, RE		0	0	5,508	9,265	19,167	0	0	4,544	5,396	14,231
OTHER		6	10	204	354	24,572	9	10	126	135	9,369
Subtotal:-----		9,885	18,003	25,115	49,145	126,404	2,593	5,030	15,772	29,157	85,011
FR PEARS(JUL)	MT										
CHILE		0	0	56	18	26,058	0	0	20	6	9,407
ARGENTINA		0	0	0	0	12,527	0	0	0	0	7,282
SOUTH AFRICA, RE		0	0	0	0	6,524	0	0	0	0	4,122
OTHER		340	372	400	497	2,929	1,124	1,261	1,201	1,384	5,520
Subtotal:-----		340	372	456	515	48,038	1,124	1,261	1,221	1,390	26,332
APRICOT (MAY)	MT										
CHILE		0	0	0	0	919	0	0	0	0	651
NEW ZEALAND		0	0	0	0	259	0	0	0	0	593
OTHER		26	0	28	6	56	29	0	32	9	69
Subtotal:-----		26	0	28	6	1,233	29	0	32	9	1,313
PEACH-NEC(MAY)	MT										
CHILE		0	0	0	0	49,100	0	0	0	0	31,406
OTHER		0	8	187	232	368	0	6	155	221	356
Subtotal:-----		0	8	187	232	49,468	0	6	155	221	31,762
PLUM-PRUNE(MAY)	MT										
CHILE		0	0	99	2	23,124	0	0	60	6	15,369
OTHER		39	61	134	132	291	34	97	162	202	420
Subtotal:-----		39	61	233	135	23,414	34	97	222	209	15,789
FRESH GRAPES (MAY)	MT										
CHILE		0	0	4,201	1,600	280,758	0	0	3,305	1,201	217,136
MEXICO		2	0	41,042	80,492	41,048	3	0	46,567	82,696	46,576
OTHER		94	274	801	1,658	4,354	77	370	249	819	7,106
Subtotal:-----		96	274	46,043	83,750	326,160	80	370	50,121	84,716	270,818
FR RASPBRY(JAN)	MT										
CANADA		0	0	6,176	6,362	6,176	0	3	13,062	11,568	13,062
OTHER		29	63	829	1,200	1,253	144	398	1,554	4,092	2,881
Subtotal:-----		29	64	7,005	7,562	7,429	144	401	14,615	15,659	15,943
FR STRAWBRIS(JAN)	MT										
MEXICO		16	1	17,893	24,818	18,950	26	1	30,454	42,113	31 945
OTHER		21	13	172	156	893	44	39	385	343	2,360
Subtotal:-----		36	14	18,064	24,974	19,843	70	40	30,839	42,457	34,305
FR BANANA(JAN)	MT										
COSTA RICA		96,645	87,953	828,298	803,371	977,101	23,862	27,639	205,026	257,031	247,820
ECUADOR		67,924	71,939	661,804	799,019	785,910	17,361	19,466	171,430	220,549	204,154
COLOMBIA		62,233	42,045	526,959	387,931	629,509	18,390	12,537	156,579	113,472	186,765
OTHER		117,000	128,117	1,103,869	1,096,590	1,301,463	31,896	34,734	307,516	308,882	357,419
Subtotal:-----		343,803	330,054	3,120,929	3,086,910	3,693,983	91,509	94,375	840,550	899,933	996,158
FR MANGO(JAN)	MT										
MEXICO		45	18	108,432	114,746	108,432	39	32	81,678	100,600	81,678
OTHER		841	830	10,740	23,422	15,163	1,195	1,448	10,020	17,452	15,151
Subtotal:-----		885	848	119,173	138,169	123,596	1,235	1,480	91,697	118,051	96,829
FR PINAPLE(JAN)	MT										
COSTA RICA		7,025	6,444	69,944	65,101	82,295	2,268	2,352	24,200	23,119	28,637
HONDURAS		2,053	2,161	25,055	27,696	28,782	565	496	6,897	7,861	7,927
OTHER		1,892	727	15,162	10,909	16,784	265	186	3,155	2,735	3,523
Subtotal:-----		10,970	9,332	110,162	103,706	127,861	3,098	3,035	34,252	33,715	40,086
FR CANTLPE(MAY)	MT										
MEXICO		815	2,375	17,562	29,805	83,693	206	779	5,565	9,552	22,689
COSTA RICA		0	0	5,738	5,291	46,258	0	0	2,179	2,133	20,467
GUATEMALA		1,506	0	3,806	4,722	48,065	500	0	1,434	1,518	14,828
HONDURAS		0	0	2,782	2,391	60,850	0	0	616	569	13,895
OTHER		0	0	302	741	23,389	0	0	67	195	5,421
Subtotal:-----		2,321	2,375	30,191	42,950	262,255	706	779	9,860	13,967	77,301
FR MELON,OT(MAY)	MT										
MEXICO		4,219	3,783	17,470	16,029	44,191	1,610	1,229	6,263	5,856	14,639
COSTA RICA		0	0	1,014	970	26,556	0	0	392	391	12,098
OTHER		122	96	1,902	3,839	50,121	42	49	570	990	16,032
Subtotal:-----		4,341	3,879	20,387	20,837	120,868	1,653	1,278	7,225	7,237	42,768
FR ORANGES(NOV)	MT										
AUSTRALIA		0	0	9,382	5,523	9,382	0	0	10,635	6,391	10,635
OTHER		183	636	6,849	12,515	6,849	40	212	2,592	4,574	2,592
Subtotal:-----		183	636	16,234	18,038	16,234	40	212	13,245	10,967	13,245
CANNED FRUIT											
CND MANDRN(JAN)	MT										
EU_15		1,615	152	27,905	22,955	29,717	1,368	165	21,797	22,425	23,341
SPAIN		1,615	151	27,771	22,946	29,580	1,368	157	21,674	22,397.	23,213
CHINA, PEOPLES R		1,975	22	16,252	10,654	19,914	1,413	30	12,152	9,661	14,697
OTHER		188	0	832	460	948	159	0	740	558	828
Subtotal:-----		3,778	174	44,989	34,069	50,578	2,940	195	34,690	32,645	38,866
CND BLK OLV(NOV)	MT										
EU_15		606	1,008	12,078	10,964	12,078	1,325	2,372	23,739	24,733	23,739
SPAIN		448	859	9,944	9,197	9,944	906	1,935	18,786	20,510	18,786
MOROCCO		224	254	2,820	5,215	2,820	400	584	5,022	10,441	5,022
OTHER		1	27	113	115	113	3	54	207	245	207
Subtotal:-----		830	1,290	15,011	16,303	15,011	1,727	3,009	28,968	35,440	28,968
CND GRN OLV(NOV)	MT										
EU_15		3,774	3,758	39,796	33,202	39,796	10,553	11,968	104,310	100,701	104,310
SPAIN		3,692	3,751	39,081	32,838	39,081	10,348	11,943	102,782	99,890	102,782
OTHER		98	106	2,530	2,245	2,530	160	171	3,806	3,528	3,806
Subtotal:-----		3,884	3,865	42,340	35,447	42,340	10,751	12,138	108,155	104,229	108,155
CND PEACH(JUN)	MT										
EU_15		1,415	1,189	6,204	3,927	17,050	751	779	3,426	2,429	9,623
GREECE		1,397	1,178	6,116	3,880	16,743	739	745	3,334	2,315	9,266
OTHER		433	691	2,185	1,919	3,689	286	496	1,388	1,349	2,430
Subtotal:-----		1,849	1,880	8,388	5,847	20,739	1,037	1,276	4,813	3,778	12,052
CND PINAPLE(JAN)	MT										
THAILAND		9,250	5,072	128,058	93,703	154,150	4,539	2,904	65,602	49,400	78,883
PHILIPPINES		9,737	12,069	115,643	103,009	129,101	4,301	8,005	66,775	58,162	74,096
OTHER		5,856	11,460	39,489	54,676	50,388	2,374	4,680	16,164	23,139	20,440
Subtotal:-----		24,843	28,601	283,190	251,389	333,639	11,214	15,590	148,541	130,701	173,419
DRIED FRUIT											
DRD APRCT(JUL)	MT										
TURKEY		1,256	1,020	3,935	3,583	14,039	1,908	2,056	6,183	6,601	22,370
OTHER		6	70	98	209	250	11	202	237	695	687
Subtotal:-----		1,261	1,090	4,034	3,792	14,290	1,919	2,258	6,420	7,296	23,057

U.S IMPORTS OF SELECTED HORTICULTURAL COMMODITIES 8Y ORIGIN
MARKETING YEAR 8EGINNING AS INDICATEO
OCT 95

COMMOOITY AND COUNTRY / COUNTRY REGION		QUANTITY: CURR MO LAST YR	QUANTITY: CURR MO CURR YR	QUANTITY: YR TDT LAST YR	QUANTITY: YR TDT CURR YR	QUANTITY: LAST YEAR	VALUE (1,000 OOLLARS): CURR MO LAST YR	VALUE: CURR MO CURR YR	VALUE: YR TOT LAST YR	VALUE: YR TDT CURR YR	VALUE: LAST YEAR
DRIED FRUIT											
DATES(SEP)	MT										
PAKISTAN		122	134	140	134	1,757	75	113	101	113	1,708
CHINA, PEOPLES R		26	6	26	6	592	43	18	43	18	868
OTHER		91	172	124	234	414	228	358	293	498	834
Subtotal:-----		239	312	290	374	2,764	346	489	437	630	3,410
DRD FIG(SEP)	MT										
EU_15		325	518	664	687	1,134	812	1,205	1,687	1,604	2,736
GREECE		299	502	638	671	1,069	706	1,161	1,581	1,560	2,572
TURKEY		232	50	348	50	1,420	447	114	619	114	1,927
MEXICO		45	90	233	205	365	178	273	834	663	1 209
OTHER		15	0	15	2	28	47	0	47	5	71
Subtotal:-----		616	658	1,260	944	2,948	1,484	1,592	3,188	2,386	5,943
DRO RAISIN(AUG)	MT										
MEXICO		859	1,073	1,811	3,293	5,543	749	920	1,538	2,651	4,929
CHILE		122	179	674	673	2,316	152	184	814	781	2,807
TURKEY		24	61	401	273	1,863	22	64	355	280	1,871
OTHER		0	37	97	75	426	0	28	118	64	447
Subtotal -----		1,006	1,350	2,984	4,314	10,148	923	1,196	2,824	3,775	10,055
FRUIT JUICE(SSE)											
APPLE JUIC(JUL)	KL										
EU_15		14,687	8,486	67,496	36,227	288,358	3,461	3,684	13,523	14,969	75,810
ARGENTINA		26,221	24,461	147,947	127,746	336,203	4,098	9,309	22,651	45,944	71,749
GERMANY		7,731	6,153	44,013	19,861	213,744	1,913	2,743	8,740	8,406	57,562
OTHER		34,367	28,850	105,593	93,312	355,342	6,439	8,825	17,716	31,067	79,096
Subtotal -----		75,276	61,798	321,037	257,285	979,904	13,999	21,818	53,889	91,980	226,655
FCOJ(OEC)	KL										
8RAZIL		122,409	16,550	1,156,548	309,907	1,294,427	20,233	3,559	212,501	63,691	235,899
OTHER		12,710	13,770	211,575	323,804	220,694	2,924	3,480	50 411	77,270	52,557
Subtotal -----		135,119	30,320	1,368,123	633,711	1,515,121	23,157	7,039	262,912	140,961	288,456
GRAPE JU(JAN)	KL										
EU_15		226	78	21,720	3,213	23,269	134	66	11,723	1,895	12,643
ITALY		91	78	10,638	3,119	12,156	67	66	5,570	1,849	6,471
SPAIN		127	0	10,898	69	10,898	56	0	6,017	17	6,017
8RAZIL		1,369	1,032	11,494	7,452	12,663	421	338	4,033	2,552	4,500
OTHER		3,907	12,866	24,371	51,274	30,935	1,279	3,236	7,487	14,351	9,537
Subtotal:-----		5,502	13,975	57,585	61,939	66,866	1,834	3,640	23,243	18,799	26,679
PNEAPL JUCN(JAN)	KL										
PHILIPPINES		9,790	12,652	83,898	90,605	95,904	1,272	1,845	13,731	12,528	15,324
THAILAND		3,106	2,044	79,024	88,191	92,632	477	433	12,460	15,725	14,423
OTHER		2,107	4,049	20,702	18,522	24,503	453	890	4,761	4,312	5,518
Subtotal:-----		15,004	18,745	183,624	197,318	213,039	2,202	3,167	30,952	32,565	35,265
PNEAPL JUNC(JAN)	KL										
PHILIPPINES		4,674	3,063	38,539	44,700	43,380	1,067	941	10,749	13,865	12,278
THAILAND		646	139	8,244	10,064	10,030	567	105	6,870	8,137	8,176
OTHER		847	1,941	7,559	10,988	10,691	142	314	1,517	2,073	2,058
Subtotal:-----		6,167	5,143	54,342	65,752	64,101	1,776	1,360	19,137	24,075	22,511
FROZEN FRUIT											
FZN STRBRY(DEC)	MT										
MEXICO		23	149	17 734	25,728	17,926	25	113	16,988	24,182	17,210
OTHER		84	0	846	688	866	122	137	2,132	2,171	2,208
Subtotal:-----		106	149	18,580	26,416	18,792	147	250	19,120	26,353	19,418
FRESH VEGETA8LES											
FR BEANS(OCT)	MT										
MEXICO		25	116	25	116	12,543	41	141	41	141	20,264
OTHER		20	20	20	20	1,656	19	19	19	19	1,360
Subtotal:-----		45	136	45	136	14,198	60	159	60	159	21,624
FR CARROT(OCT)	MT										
CANADA		11,381	11,182	11,381	11,182	73,712	2,714	2,921	2,714	2,921	22,668
MEXICO		5	963	5	963	27,215	9	154	9	154	4,195
OTHER		21	2	21	2	242	9	2	9	2	202
Subtotal -----		11,408	12,148	11,408	12,148	101,168	2,732	3,078	2,732	3,078	27,065
FR CA88AGE(OCT)	MT										
CANADA		2,966	4,061	2,966	4,061	25,106	702	1,112	702	1,112	6,713
MEXICO		610	1,072	610	1,072	8,547	118	178	118	178	1,690
OTHER		0	0	0	0	34	0	1	0	1	25
Subtotal:-----		3,576	5,133	3,576	5,133	33,687	820	1,291	820	1,291	8,428
FR CELERY(OCT)	MT										
MEXICO		0	0	0	0	20,056	0	0	0	0	8,951
OTHER		282	343	282	343	3,951	70	87	70	87	1,337
Subtotal:-----		282	343	282	343	24,006	70	87	70	87	10,289
FR CUCM8R(OCT	MT										
MEXICO		2,660	5,933	2,660	5,933	216,388	1,193	1,233	1,193	1,233	119,326
OTHER		458	462	458	462	21,095	482	569	482	569	8,193
Subtotal:-----		3,118	6,395	3,118	6,395	237,483	1,676	1,802	1,676	1,802	127,519
FR CAULFLWR(OCT)	MT										
CANADA		873	322	873	322	3,383	310	101	310	101	1,216
MEXICO		5	0	5	0	1,965	4	0	4	0	549
OTHER		0	0	0	0	27	0	0	0	0	23
Subtotal:-----		878	322	878	322	5,375	314	101	314	101	1,787
FR GARLIC(OCT)	MT										
MEXICO		23	83	23	83	16,004	95	72	95	72	20,144
OTHER		565	452	565	452	6,681	679	488	679	488	9,106
Subtotal:-----		588	535	588	535	22,685	774	560	774	560	29,250
FR ONION(OCT)	MT										
MEXICO		3,956	3,627	3,956	3,627	181,755	3,672	4,685	3,672	4,685	112,729
OTHER		2,600	2,503	2,600	2,503	33,020	938	1,054	938	1,054	15,472
Subtotal:-----		6,556	6,131	6,556	6,131	214,775	4,610	5,739	4,610	5,739	128,201
FR PEPPERS(OCT)	MT										
MEXICO		3,254	11,251	3,254	11,251	183,383	2,698	5,143	2,698	5,143	179,459
EU_15		1,594	1,352	1,594	1,352	19,511	2,675	2,406	2,675	2,406	52,433
NETHERLANDS		1,545	1,324	1,545	1,324	18,994	2,579	2,353	2,579	2,353	50,912
OTHER		599	967	599	967	8,024	725	1,063	725	1,063	12,721
Subtotal:-----		5,447	13,570	5,447	13,570	210,918	6,097	8,612	6,097	8,612	244,613
FR SEED POT(OCT)	MT										
CANADA		348	287	348	287	99,720	84	73	84	73	17,245
OTHER		0	0	0	0	1	0	4	0	4	9
Subtotal:-----		348	288	348	288	99,721	84	76	84	76	17,253
FR T8L POT(OCT)	MT										
CANADA		14,039	36,691	14,039	36,691	146,720	2,743	6,548	2,743	6,548	27,206
OTHER		0	0	0	0	40	0	0	0	0	46
Subtotal:-----		14,039	36,691	14,039	36,691	146,760	2,743	6,548	2,743	6,548	27,252

U.S IMPORTS OF SELECTEO HORTICULTURAL COMMODITIES 8Y ORIGIN
MARKETING YEAR BEGINNING AS INOICATEO
OCT 95

COMMODITY AND COUNTRY / COUNTRY REGION		QUANTITY CURR MO LAST YR	QUANTITY CURR MO CURR YR	QUANTITY YR TDT LAST YR	QUANTITY YR TDT CURR YR	QUANTITY LAST YEAR	VALUE (1,000 DOLLARS) CURR MO LAST YR	VALUE CURR MO CURR YR	VALUE YR TOT LAST YR	VALUE YR TDT CURR YR	VALUE LAST YEAR
FRESH VEGETA8LES											
FR TOMATO(OCT)	MT										
MEXICO		13,806	27,687	13,806	27,687	534,344	9,111	15,388	9,111	15,388	366,385
OTHER		1,172	2,050	1,172	2,050	25,427	1,771	3,318	1,771	3,318	39,682
Subtotal:-----		14,978	29,737	14 978	29,737	559,771	10,882	18,706	10,882	18,706	406,067
FR ASPARG(OCT)	MT										
MEXICO		303	195	303	195	21,447	406	384	406	384	36,319
PERU		1,704	1,665	1,704	1,665	9 226	2,671	3,280	2,671	3,280	14,544
OTHER		940	1,447	940	1,447	3,959	894	1,498	894	1,498	4,800
Subtotal:-----		2,946	3,306	2,946	3,306	34 632	3,971	5,162	3,971	5,162	55,664
CANNEO VEGETA8LES											
CND TOM PST(JUL)	MT										
MEXICO		0	3	605	3	7,746	0	2	425	2	6,334
CANAOA		37	124	395	195	6,814	38	132	257	193	4,527
CHILE		74	128	883	1,849	4,121	54	114	695	1,374	3,133
OTHER		369	512	1,389	1,848	4,406	261	478	823	1,645	3,173
Subtotal:-----		480	766	3,272	3,894	23,087	353	726	2,199	3,213	17,167
CND TOM SAUCE(JUL)	MT										
EU_15		1,087	787	3,435	1,940	10,090	704	875	2,384	1,855	9,414
SPAIN		821	160	2,737	259	6,254	612	549	2,041	889	7,416
MOROCCO		343	0	1,307	480	4,648	409	0	1,127	1 632	6,295
CANADA		905	2,340	1,290	4,927	6,056	549	1,528	930	3,349	4,194
OTHER		334	562	1 418	2,766	4,586	208	345	925	1,494	2,831
Subtotal:-----		2,669	3,689	7,450	10,112	25,379	1,870	2,748	5,366	8,329	22,734
CND TOMATO(JUL)	MT										
CHILE		1,249	1,352	5,885	6,016	15,843	632	632	2,813	2,701	7,084
EU_15		1,913	2,129	7,005	6,272	21,746	478	533	2,275	1,668	6,394
ITALY		1,913	2,112	6,954	6,089	21,574	478	528	2,260	1,600	6,343
ISRAEL		250	1,506	3,434	12,645	10,457	79	927	998	7,887	3,932
OTHER		49	335	475	840	1,828	24	160	245	375	849
Subtotal:-----		3,461	5,322	16,798	25,773	49,875	1,212	2,252	6,331	12,631	18,260
CNO MSHROOM(JUL)	MT										
CHINA, PEOPLES R		376	921	5,773	9,775	25,173	772	1,973	10,127	21,255	48,192
INDONESIA		1,635	1,277	5,602	4,858	17,996	4,212	3,309	14,098	12,728	47,163
OTHER		2,195	1,714	9,679	7,050	27,676	5,334	4,190	22,899	17,006	67,047
Subtotal:-----		4,206	3,913	21,054	21,682	70,844	10,317	9,471	47,123	50,989	162,402
FROZEN VEGETABLES											
FZN 8ROCLI(SEP)	MT										
MEXICO		11,186	12,754	19 839	23,932	147,045	6 907	7,063	12,156	13,327	85,384
OTHER		1,676	2,517	4,022	5,800	19,111	1,186	1,878	2,828	4,340	13,903
Subtotal:-----		12,862	15,271	23,861	29 732	166,156	8,093	8,941	14,984	17,667	99,287
FZN CAULFLR(SEP)	MT										
MEXICO		3,606	2,466	5,376	3,449	23,066	2,512	1,556	3,841	2,203	14,886
OTHER		304	247	816	343	2,611	160	188	523	253	1,757
Subtotal:-----		3,910	2,713	6,192	3,792	25,677	2,672	1,744	4,363	2,456	16,642
FZN POTATO(SEP)	MT										
CANAOA		12,258	13,925	22,585	25,132	157,531	6,711	8,543	12,517	15,382	94,960
OTHER		34	5	54	23	300	54	10	68	39	394
Subtotal:-----		12,292	13,931	22,639	25,155	157,832	6,765	8,553	12,585	15,421	95,354
TREE NUTS											
PISTACHIO NSH(SEP)	MT										
TURKEY		0	30	4	105	68	0	78	7	273	210
CHINA, PEOPLES R		0	0	0	0	68	0	0	0	0	112
OTHER		0	0	0	8	2	0	0	0	12	8
Subtotal:-----		0	30	4	113	138	0	78	7	285	330
CASHEW NUT(AUG)	MT										
INDIA		3,760	2,412	11,333	8,049	31,403	16,299	12,112	49,858	37,550	136,022
8RAZIL		1,218	1,803	4 121	5,184	22,358	5,451	9,168	18,907	25,290	100,544
OTHER		328	491	1,119	1,264	2,995	1,307	2,312	4,976	5,638	12,754
Subtotal:-----		5,305	4,705	16,574	14,496	56,757	23,056	23,592	73,741	68,478	249,321
FIL8ERTS(AUG)	MT										
TURKEY		286	111	462	1,366	5,910	945	394	1,704	4,930	21,149
OTHER		43	249	69	376	247	76	288	176	470	812
Subtotal:-----		329	360	531	1,743	6,157	1,021	682	1,880	5,400	21,961
PECANS NSH(SEP)	MT										
MEXICO		1,660	1,665	1,748	1,999	19,219	2,482	2,035	2,594	2,544	37,949
OTHER		41	0	41	0	41	68	0	68	0	68
Subtotal:-----		1,701	1,665	1,789	1 999	19,260	2,550	2,035	2,661	2,544	38,016
WINES											
CHMP&SPRK WN(JAN)	KL										
EU_15		5,632	6,945	21,792	22,582	29,631	49,892	68,193	205,790	220,335	269,026
FRANCE		1,769	2,270	7,869	7 553	10,246	32,504	46,915	145,255	154,652	185,494
ITALY		2,741	3,009	8,566	8 704	11 131	12,501	14,019	38,263	39,314	49,372
OTHER		44	64	255	195	364	91	311	717	744	1,150
Subtotal:-----		5,676	7,009	22 047	22,778	29,995	49,983	68,504	206,507	221,079	270,176
FT&VERM WN(JAN)	KL										
EU_15		1,574	1,723	11,807	11,411	14,201	6,888	7,434	46,440	49,892	56,651
ITALY		965	1,048	6,831	6,272	8,087	2,303	2,721	16,615	15,360	19,802
PORTUGAL		252	275	1,273	1,477	1,615	2,630	2,422	13,012	15,588	16,685
SPAIN		273	241	3,006	2,888	3,667	1,273	1,212	13,666	14,434	16,223
OTHER		24	41	150	304	215	143	175	669	1,246	911
Subtotal:-----		1,598	1,765	11,957	11,715	14,417	7,031	7,609	47,109	51,137	57,562
OTH GP WINE(JAN)	KL										
EU_15		18,863	21,283	140,917	145,222	173,380	66,340	85,265	467,038	532,171	585,926
FRANCE		6,754	7,792	45,801	48,163	58,150	33,930	47,516	228,618	268,982	293,182
ITALY		9,501	10,802	75,920	78,589	91,466	24,319	28,732	183,527	201,392	223,717
OTHER		4,307	4,997	38,689	41,198	46,145	10,323	13,863	90,434	104,617	110,741
Subtotal:-----		23,171	26,280	179,615	186,421	219,533	76,663	99,128	557,485	636,787	696,680
OTH WN PROO(JAN)	KL										
EU_15		517	622	3,808	4,180	4,771	785	766	5,186	5,763	6,612
JAPAN		222	141	1,369	1,342	1,598	916	549	5,131	6,195	6,210
CANAOA		190	90	3,023	722	3,301	261	45	4,024	502	4,303
UNITED KINGDOM		268	252	1,925	2,287	2,489	370	272	2,539	2,898	3,392
OTHER		124	103	871	900	1,018	249	273	1,700	1,838	2,003
Subtotal:-----		1,053	956	9,072	7,144	10,689	2,212	1,634	16,041	14,298	19,127
CUT FLOWERS											
ROSES(JAN)	NONE										
COLOMBIA		0	0	0	0	0	6,339	7,459	81,405	85,913	90,891
OTHER		0	0	0	0	0	2,622	3,930	29,611	45,381	34,773
Subtotal:-----		0	0	0	0	0	8,961	11,389	111,016	131,294	125,664
CARNATIONS(JAN)	NONE										
COLOM8IA		0	0	0	0	0	6,302	8,350	70,530	88,498	88,240
OTHER		0	0	0	0	0	136	190	1,990	3,281	2,408
Subtotal:-----		0	0	0	0	0	6,438	8,539	72,520	91,780	90,648

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